SALES AND MARKETING

CUSTOMER FOCUSED ORGANISATION  JULY 20 - 23, 2013

Real Results through Learning
Customer Focused Organisation

There are several factors that help organisations become and stay customer centric. From customer insights and market understanding, to creating compelling value propositions that drive every contact point in the customer experience, and the structure, process, people, systems, and culture help nurture and reinforce customer-centricity. The programme helps identify your organisation’s valued customers and develop specific value-propositions to meet segment needs. You will learn frameworks, tools, and best practices from around the globe, and develop an action plan for your business.

Programme content

• Discovery: Collecting the essential ‘inputs’ that provide unique perspectives and insights about your customers, company, and competitors
• Customer Insight: Segmentation and targeting, unresolved problems and complications, customer experience mapping
• Industry foresight: The trends that are likely to change in your industry and related businesses
• Orthodoxy: The deeply held and often outdated beliefs because of which companies fail to see solutions to clients’ problems
• Competence: Realistic assessment of strengths to leverage and weaknesses to be shored up to capitalise on customer-driven opportunities
• Profit levers: Assure that every penny spent adds more client value than cost
• Opportunity: Translating insights into winning solutions to priority customer problems
• Brand positioning and value propositions
• Product design and pricing
• Marketing communications
• Distribution channel design and management
• Customer experience design
• Organisation: Nurturing and reinforcing customer-centric behaviour in all functions and across organisational silos; and making the transition from financially or product-centric to customer-centric
• Structure, people, process, culture, systems and values

What you will gain

• The knowledge of what it takes to be a great market-focused organisation
• Practical techniques for collecting valuable customer insights
• Understand customer experiences of your products and services, and its impact on brand image
• Understand how to drive the target market value proposition throughout your organisation and convert marketing initiatives into real performance
• Develop a continuous and sustainable process for learning about, and adjusting to the needs of the target market
**Participant profile**

This programme targets executives with the power to initiate change in their organisations, and those responsible for or contributing significantly to the development and implementation of market-focused strategies and initiatives. Typically, this includes general or group managers, directors of strategic planning, heads of major functions, senior marketing managers, and heads of customer experience and perception management.

**Faculty**

Rick Kolsky is a lecturer for executive programmes at the Kellogg School of Management, and runs Kolsky & Co. Management Consultants, devoted to helping clients take marketing to the bottom line. Rick has helped clients across five continents design and execute market-focused strategies and organisations, in industries as diverse as life insurance, auto chassis, infant formula and hip-hop music. His recent consulting and executive education clients include Aon, Cemex, ICICI Prudential, Kraft, Nokia, Philips and Proeza.
Few Participating organisations from previous years

- Nokia India Pvt Ltd
- Carrier Air Conditioning & Refrigeration Ltd
- SAP India Pvt Ltd
- Daimler India Commerical Vehicles Pvt Ltd
- Johnson & Johnson Medical India
- Maruti Suzuki India Ltd
- HSBC

Programme fee

INR 90,000 plus tax
Fee includes food and accommodation at the ISB campus or at an equivalent facility based on availability.

Programme dates

The programme starts at 7.00 pm on July 20, 2013 and concludes at 5.00 pm on July 23, 2013

Venue: ISB, Hyderabad Campus

How to apply

- Download the application form from www.isb.edu/cee/apply and follow the mailing instructions mentioned therein (or)
- Mail us at execed@isb.edu for more details (or)
- Write to us or call us at the contact details mentioned on the back page

Other programmes recommended

- Integrated Marketing Communication
  Sep 14 - 17, 2013 - Hyd

- Accelerated Sales Force Performance
  Jun 17 - 21, 2013 - Hyd
  Oct 22 - 26, 2013 - Mohali
“The programme has helped me link learnings to real life work situations and has given me a direction on improving my workplace.”

Atulya Kumar,
Director American Express India

Being part of the ISB CEE Alumni makes business sense

ISB CEE has a strong alumni community of more than 22,000 business leaders, senior professionals and entrepreneurs. Participation in CEE programmes makes you a part of this elite and vibrant community and gives the opportunity to network with high-achieving peers across diverse industries. CEE alumni gain exclusive access to premium learning events, including speaker series, conferences and learning sessions.