

Sales & Marketing Management training courses 品牌及营销（销售和市场）管理培训与咨询项目



1、课程名称：产品、市场、品牌管理（初、中、高级经理人）

Training Course : product/marketing and/or brand management (for junior/middle and senior level managers in Chinese/English)

1. 产品经理的地位和作用

- * 产品经理的定义
- * 企业为什么需要产品经理——我们的竞争环境
- * 产品经理的职责
- * 建立起以产品为中心的管理流程和体系

2. 市场研究识别与作用

- * 市场调研的作用
- * 市场调研活动应具备的条件及原则
- * 如何设计调查问卷
- * 案头调研（二手资料的收集）

3. 细分市场与目标市场营销战略

- * PEST 因素分析
- * SWOT 分析
- * 市场机会的发掘
- * 市场细分的作用
- * 市场细分的方法
- * 目标市场策略选择
- * 产品的差异化——卖点
- * 市场定位

4. 市场营销组合策略

- * 产品策略

1. Value and function of the product manager

- * Definition of product manager
- * Why do we need a product manager - our competition environment
- * Responsibilities of the product manager
- * Establishment of management process and system focusing on product

2. Identification and function of market research

- * Function of market research
- * Necessary conditions and principles of market research
- * How to design market research questionnaire
- * Desk research (collection of secondary material)

3. Market segmentation and target marketing strategy

- * PEST elements analysis
- * SWOT analysis
- * Development of market potentiality
- * Function of market segmentation
- * Methods of market segmentation
- * Strategic choice of target marketing
- * Product differences - sales point
- * Market positioning

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- 产品的定义
- 产品组合策略
- 产品生命周期策略
- 树立品牌策略
- 产品的包装策略
- * 产品定价策略
- * 产品的分销渠道策略
- * 产品的促销策略
- * 制定产品营销计划

5.如何成为成功的产品经理

- * 产品经理的三个能力
- * 产品经理的素质要求
- * 产品经理的学习过程
- * 产品经理在组织中的角色描述

6.有效的沟通与有效解决冲突

- * 掌握基本的沟通技巧
- * 与不同类型的人打交道
- * 产品经理与相关部门及职能的关系
- * 有效解决冲突的技巧

4. Integrated marketing strategy

- * Product strategy
 - Definition of product
 - Integrated products strategy
 - Product life-cycle strategy
 - Setting up brand strategy
 - Product packaging strategy
- * Product pricing strategy
- * Product distribution channel strategy
- * Product promotion strategy
- * Product marketing plan

5. How to be a successful product manager

- * Three capabilities of a product manager
- * Qualifications of a product manager
- * Learning process of being a product manager
- * Organizational role description of a product manager

6. Effective communication and conflicts solving

- * Mastering fundamental of communication skills
- * Dealing with different kinds of people
- * Relationship between PM and other departments and functions
- * Skills to solve conflict effectively

课时：共3次，每周1次，每次4小时

Teaching Hours: three times total and once a week for about 4 hours

2、(英文授课) 课程名称：如何做工业企业市场营销或英语营销课程客户订制（即课程内容由客户选定）

Training Courses in English: How to do sales and marketing operation and management in client's market based on B2B or B2C (courses can be taught by action learning or based on clients requests)

The environment of the B2B sectors is increasingly complex and dynamic. B2B marketing is specific to its context and its clients. This training in B2B marketing can help participants to adapt its marketing to specific markets and constraints in B2B industry.

1. Specificities of Industrial marketing

- * B2B clients: decision system, amount involved, purchasing criteria, and industry value chain
- * The axes of differentiation in industry and B2B services
- * The marketing approach applied to industry and B2B services

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This course will help participants to:

1. Position marketing actions in the company
2. Acquire marketing methods and tools specific to B2B industry

2. Analysis of B2B and B2C markets

- * The five sources of potential competition in B2B market
- * Major changes in the environment
- * The marketing monitoring: identifying the best sources of information

3. marketing strategies

- * From analysis to strategy: SWOT
- * Segmentation of industrial market and B2B services
- * Choice of higher value markets: IAC method
- * The strategic analysis models focused on B2B

4. Offers in markets operations

- * The B2B marketing mix
- * The concept of aggregate supply and related services.
- * B2B profitability ratios

5. Innovation of sales & marketing

- * From the sale of goods in right to use: a new type of consumption
- * Customer experience: a new field of differentiation
- * The sources of innovation in the life cycle

6. From marketing plan to business action plan

- * Milestones, process and tools

课时：每周2次，共12周时间

Teaching Hours: twice a week and total 12 weeks

3、品牌及大客户销售培训项目介绍（含使用英文进行工作管理和操作）

Branding and Sales Key Account Training Courses (can be taught in English language in practical jobs and daily working management)

1、品牌/大客户审计、检验 (branding/Key Account Audit/Evaluation)

客户价值需求分析 customers analysis

品牌形象评估 brand image

公司战略分析 company strategy analysis

市场竞争分析 market analysis

企业内部价值需求分析 inner value for customers

企业品牌管理现状分析 brand management situations

2、基于核心价值的品牌/大客户定位 positioning for brand/key account

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3、品牌/大客户战略制定、相关模型及应用 brand/key account model and application in work

4、品牌/大客户管理系统建设和操作 brand/key account management systems and operation

以上课程可用作行动学习和企业具体定制，相关费用根据合同为准，具体课时以企业具体的分析解决方案形成课程大纲及计划以及绩效预估为准。

The above courses can be specifically worked-out according to the clients requests and relative course guideline and executive plans will be subjected to the company market and operational analysis and/or problems summarized for solution.

其他说明：

其他可以讲授的课程名单如下，请参考，谢谢：

Other courses can be taught in Chinese/English and/or to be designed/requested by clients as follows:

- 1、初中级管理者的领导力提升 Leadership Management for junior and middle level managers
- 2、销售渠道改善 Sales Channel Improvement
- 3、压力管理 Stress Management
- 4、团队绩效管理 Team Performance Management
- 5、PME 职业管理英语培训 Professional Management English Training (定制化/requested and designed by the clients)