

# Market Research and Intelligence

## INTRODUCTION

- This Sales & Marketing training seminar on Market Research and Intelligence is designed to give marketing professionals the marketing tools they need to increase sales, get maximum return from marketing dollars, and strengthen customer loyalty. Market research describes what is occurring as it occurs, so you can react tactically. Market intelligence provides situational insight and interpretation, so that you can anticipate strategically. This training course will help you gain familiarity with both fundamental and state-of-the-art market research design and analysis techniques and procedures. You'll learn how to identify the underlying business issues, design the research programme, collect the data, and analyze the results.
- Simply stated, market intelligence uses multiple sources of information to create a broad picture of the company's existing market, customers, problems, competition, and growth potential for new products and services. The competitive advantages afforded by market intelligence are manifold and the risks of not investing in such data can be huge. The core learning objectives in this Sales & Marketing training course on Market Research and Intelligence will be especially beneficial for delegates who are responsible for planning sales and marketing initiatives to increase revenue growth.

This training seminar will highlight skills to:

- Develop marketing strategies to build and sustain a competitive advantage in the marketplace
- Use marketing research to increase sales and customer satisfaction
- Describe the different marketing research data collection methods
- Translate essential business challenges into cogent research objectives that are tied to specific action steps
- Identify the appropriate use of, advertising, sales promotions, and Internet-based communications when developing an integrated marketing campaign

## OBJECTIVES

At the end of this training seminar, you will learn to:

- Understanding the power of market intelligence and how it incorporates marketing research
- Quickly and accurately interpret your customer's nonverbal communication
- Conduct a SWOT Analysis to identify business development opportunities
- Analyze current market research trends and best practices
- Differentiate among the many questionnaire design formats based on survey requirements
- Develop a marketing research and intelligence strategy to achieve marketing objectives

## TRAINING METHODOLOGY

- This Sales & Marketing training seminar on Market Research and Intelligence encourages delegate participation through a combination of lectures, group discussion, practical exercises, case studies, video clips, and breakout sessions designed to reinforce new skills.

## ORGANISATIONAL IMPACT

Major benefits to the organisation include:

- Maximize your brand's value to realize a higher level of customer engagement
- Integrated and streamlined marketing approach
- Increased revenue growth from improved market research
- Greater market penetration for products and services
- Higher level of customer satisfaction
- Integrated social media and traditional marketing approach

## PERSONAL IMPACT

- Improved marketing and selling skills
- Improved ability to implement and realise specific goals
- Understanding of the concepts and procedures necessary to be an effective marketing researcher
- Greater confidence as a marketing professional
- Improved productivity and adherence to quality standards
- Increased job satisfaction

## WHO SHOULD ATTEND?

- This Sales & Marketing training course on Market Research and Intelligence is for anyone who desires to expand their expertise in marketing best practices, policies and procedures. Delegates do not require any previous marketing experience to benefit from this training programme.

This training course is suitable to a wide range of professionals, but will greatly benefit:

- Chief Marketing Officers
- Marketing VPs
- Marketing Directors / Managers
- Market Research / Intelligence Professionals
- Customer Relationship Managers
- Sales Managers
- Brand Managers

## Course Outline

### Marketing to the “Voice of the Customer”

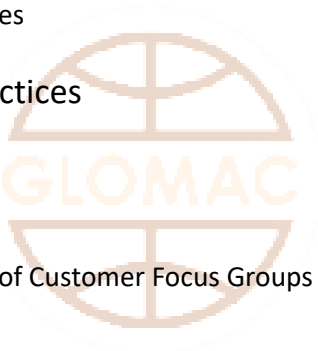
- What Customers Expect from Your Organisation?
- Benefits of Encouraging Customer Feedback
- Listening and Questioning Skills Development
- How to Give and Receive Constructive Customer Feedback
- Interpreting Your Customer’s Nonverbal Communication Gestures
- Marketing to the Four Customer “Buying Styles”

### Key Elements of Market Research and Intelligence

- Difference between Market Research and Intelligence
- Product Lifecycle
- 4 Ps of the Marketing Mix
- SWOT Analysis
- Market Segmentation Strategies
- Social Media Marketing Principles

### Market Research Best Practices

- Benefits of Market Research
- Types of Market Research
- Market Research Best Practices
- Advantages and Disadvantages of Customer Focus Groups
- Group Think



### Market Intelligence Best Practices

- Benefits of Market Intelligence
- Types of Market Intelligence
- Benchmarking the Competition
- Converting Data into Market Intelligence
- Data Analysis to Identify Trends
- How to Use Market Intelligence to Innovate More Effectively

### Customer-Focused Engagement Marketing Strategy

- Best and Worst Customer Service Providers
- Identifying Internal and External Customer Expectations
- Customer Lifetime Value
- Going the Extra Mile
- Designing a Customer-focused Marketing Approach
- Customer Service Recovery Techniques

## Putting Market Research Results into Action

- Action Plan to Improve Marketing Effectiveness
- Setting Marketing Goals for Continuous Improvement
- Stakeholder Change Management Strategies
- How to Turn Marketing Research into Action
- Course Review and Assessment

