

# MARKETING & SALES PROGRAMMES COMPARISON GRID

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- B2B Marketing Strategies
- Strategic Marketing Programme
- Leading the Effective Sales Force
- Leading Digital Marketing Strategy
- Negotiation Dynamics

PROGRAMME	PARTICIPANT PROFILE	CONTENT	KEY BENEFITS	LENGTH	LOCATION
<b>B2B Marketing Strategies</b>	<ul style="list-style-type: none"> <li>- Senior executives at general management level or heading sales or marketing functions in their organisations</li> <li>- Executives working in professional service-organisations who wish to improve their ability to design and deliver outstanding customer experiences</li> <li>- Executives in B2B industries seeking to develop successful customer-centric strategies in today's agile and digital world</li> <li>- Executives from all business areas who wish to develop their strategic understanding and build a roadmap to transform marketing within their organisations</li> <li>- Executives who want to move from products to solutions and create differentiation strategies for future growth.</li> </ul>	<ul style="list-style-type: none"> <li>- Understanding value for your customers: explore a strategy framework for sustainable growth, and understand how to create value for your organisation by creating value for your customers</li> <li>- (Co-) Creating value for (and with) customers: understand how to leverage innovation to achieve superior growth</li> <li>- Communicating value: develop a digital, content-driven strategy that enables you to better engage with customers and create outstanding customer experiences</li> <li>- Delivering value: understand the digital trends that are disrupting your business and gain insight into today's customers and their evolving needs and expectations</li> <li>- Capturing value: understand how to capture the value you create along the customer journey</li> <li>- Leading and implementing change: define your roadmap for leading your marketing team tomorrow.</li> </ul>	<ul style="list-style-type: none"> <li>- Learn how to create compelling offers and develop distinctive new services that generate added value</li> <li>- Explore new business models to facilitate your organisation's move from products to solutions and experiences</li> <li>- Discover how to deploy emerging technologies such as artificial intelligence, machine learning, augmented reality robotics and social media to create outstanding customer experiences across channels and touchpoints.</li> </ul>	5 days	Fontainebleau Singapore
<b>Strategic Marketing Programme</b>	<ul style="list-style-type: none"> <li>- Marketing executives who want to hone and update their experience</li> <li>- Non-marketing executives who have recently taken up marketing responsibilities or who regularly interact with the marketing function and want to build their marketing skills</li> <li>- Executives who come from a variety of industries and career levels but share a focus on the end-user and consumer marketing.</li> </ul>	<ul style="list-style-type: none"> <li>- Marketing strategy: foundations of marketing and industry variations; branding, targeting and positioning; decision-making, behavioural economics and consumer psychology</li> <li>- The marketing mix: translating strategy into action; analysing brand identity; the role of market research; managing product lines and sales funnels; allocating resources</li> <li>- Today's big marketing challenges: the impact of social media; low-price competition; market commoditisation</li> <li>- Hands-on, international experience through the INSEAD-developed DiG (Discovery, Innovation and Growth) simulation.</li> </ul>	<ul style="list-style-type: none"> <li>- Understand the marketing process and learn how to create a marketing plan</li> <li>- Develop a brand strategy and positioning – including communication, social media, pricing and distribution strategies</li> <li>- Explore the implications of serving multiple markets, the opportunities from the emergence of new markets and the threats from overseas entrants into home markets.</li> </ul>	5 days	Fontainebleau
<b>Leading the Effective Sales Force</b>	<ul style="list-style-type: none"> <li>- Managers and senior executives responsible for business development strategies and planning in either local or international markets</li> <li>- Participants typically spend over half their time managing sales force issues</li> <li>- Companies are encouraged to send multiple participants from different functions to the same session to facilitate greater understanding of sales.</li> </ul>	<ul style="list-style-type: none"> <li>- A joint INSEAD–Wharton marketing programme focused on optimising the performance of your sales force, as well as cutting costs while increasing sales</li> <li>- How to generate maximum growth from your sales force by analysing your sales calls, realigning territories, shifting product or market emphases, reallocating salesperson time or adjusting sales force size</li> <li>- How to motivate salespeople and third-party distribution channels through compensation systems and organisational structures.</li> </ul>	<ul style="list-style-type: none"> <li>- Gain the skills necessary to make the sales force a key source of sustainable competitive advantage</li> <li>- Discover comprehensive approaches to motivate and compensate the sales force</li> <li>- Develop the skills to manage a dynamic sales force in the face of increasing product, consumer and market complexity.</li> </ul>	3 days	Fontainebleau Singapore
<b>Leading Digital Marketing Strategy</b>	<ul style="list-style-type: none"> <li>- Executives and senior managers from all business areas who wish to develop a strategic understanding of digital marketing and how to develop a roadmap for digital business transformation in their organisations</li> <li>- Executives seeking to develop new sustainable business models, manage change and extract value out of changing markets in a digital world</li> <li>- Executives aiming to lead digital initiatives in their company or industry.</li> </ul>	<ul style="list-style-type: none"> <li>- Megatrends that disrupt your markets</li> <li>- The impact of digital on the competitive landscape</li> <li>- Social media strategy as a commercial driver</li> <li>- Making better business decisions through online research and 'big data'</li> <li>- Content creation, curation and dissemination for brand building</li> <li>- Digital strategy execution by understanding and leveraging key enablers.</li> </ul>	<ul style="list-style-type: none"> <li>- Recognise digital megatrends and best practices – and the disruptive impact they will have on your business</li> <li>- Enhance operations through digitisation to foster brand creation or brand building in the digital world</li> <li>- Develop a content-driven digital strategy that enables stronger engagement with customers and creates outstanding customer experiences</li> <li>- Understand the new rules of competition as well as today's customers and their evolving needs and expectations</li> <li>- Learn how to leverage data and how to measure the success of digital marketing in terms of brand awareness, association, engagement and ROI</li> <li>- Understand key enablers that allow for a transformation towards an agile customer-centric &amp; digital organisation</li> <li>- Recognize the organisational consequences of becoming a digital customer-centric marketing unit and formulate a plan to drive the change.</li> </ul>	5 days	Fontainebleau

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<b>Negotiation Dynamics</b>	<ul style="list-style-type: none"> <li>- Executives who have at least eight to ten years of management experience and have gained substantial experience in conducting and supervising business negotiations.</li> <li>- While the programme is not restricted to managers in specific functions, it will be of particular interest to: Executives involved in mergers, acquisitions or joint-venture negotiations, Managers handling procurement, Human resource managers, Entrepreneurs, Managers in liaison roles such as national account managers, Key account managers, Barristers and other lawyers.</li> </ul>	<ul style="list-style-type: none"> <li>- Strategy and implementation: learn to think and do - Engage in a series of hands-on simulations set in domestic and international contexts with exercises that emphasise the psychological and procedural aspects of bargaining, promote value creation and distribution, as well as clarify the role of trust.</li> <li>- There is no single 'right' way to negotiate - Learn from the experiences of others, experiment with new ideas in a safe environment, become aware of what you do well to develop new skills to complement those you already possess.</li> <li>- Understand the process no matter the environment - The excellent negotiator prepares strategically, recognises the available choices, seeks value, carefully communicates and is proactive in leading the process.</li> </ul>	<ul style="list-style-type: none"> <li>- Improve your negotiation outcomes: Increase your efficiency, build better relationships with fewer conflicts, drive more engagement and gain more confidence.</li> <li>- Learn best practices and processes: Be equipped with the necessary knowledge to navigate any negotiation, from preparing and debriefing a negotiation, to situational awareness that will allow you to understand the best negotiation moves to take at any given moment, understanding what happened to predicting what is likely to happen next.</li> <li>- Practice, practice, practice: Acquire hands-on practice enabling you to strengthen weak points and preparing you to return to work.</li> <li>- Maximise value and minimise risk in your negotiations: Develop a sustainable and situational approach for maximising value and minimising risk and resistance in your negotiation.</li> <li>- Develop a new mindset: Acquire new tools, change your behaviour and develop a new mindset.</li> <li>- Follow-up learning: Post-programme 1-on-1 coaching sessions that encourage a continuous, lifelong learning journey that will help you influence thoughts, feelings, perceptions and behaviours.</li> </ul>	3 days	Fontainebleau Paris Abu Dhabi Singapore