



Arabian Institute For Training

Achieving Marketing Excellence in Service Organizations

INTRODUCTION

- This Sales & Marketing training course on Achieving Marketing Excellence in Service Organizations draws on a range of fields to provide a holistic approach, including referral marketing, stakeholder engagement, relationship management, content marketing, social selling, salesmanship, branding and reputation management.
- Service industries produce a value that is intangible such as customer service, advice, knowledge, design, data, and experiences. How can they explain what they offer in ways that help them stand out from competitors and persuade clients to remain loyal?
- Most service organisations could serve a wide range of clients and jump at the chance for any kind of new business. In practice, what happens is that they get a small number of clients and don't grow their business. Why? Because they don't stand out, and prospective clients don't understand how they are unique.
- The participants will solve this by developing a clear picture of the ideal clients who they are uniquely designed to serve, the pain points challenges and issues these ideal clients face, and a marketing strategy for turning them into loyal, paying clients.

This training course will highlight:

- How to create visibility, credibility, and relationships with prospective clients?
- Creating powerful online business profiles that attract your ideal clients
- Prospecting to build your sales pipeline and increase the number of new clients
- Identifying the pain points, they are willing to pay your business to resolve
- Positioning your organisation as the authority in your marketplace
- Content marketing to build relationships with your networks
- Turning contacts into loyal clients who promote your organisation within their networks, generating even more business

OBJECTIVES

- Understand how to apply traditional marketing and emerging social marketing techniques to their service organisation
 - Have knowledge to explain to executives the options for marketing their service organisation to prospects and customers
 - Lobby and win budget and other resources for marketing activities
 - Devise a marketing strategy and execute marketing plans that are cost-effective and generate value for their business
 - Have an outline action plan tailored to their ideal clients and organisation that they can apply when they are back in their office
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TRAINING METHODOLOGY

- This interactive Sales & Marketing training course on Achieving Marketing Excellence in Service Organizations includes practical tools, evidence-based frameworks, and case studies illustrated through slides, facilitated group learning, expert feedback and commentary on group exercises, personal and group discussion, discovery learning, and hands-on activities to convey best practice and impart skills.

ORGANISATIONAL IMPACT

- More prospects, more sales, more revenues, more profits, more clients
- Loyal clients who place all or most of their business with your organisation
- Clients who become ambassadors for your business, regularly referring you to their networks
- Clarity across the organisation on who your ideal clients are, their pain points and expectations, and how to satisfy them
- Easy-to-use processes for identifying prospective clients, connecting with them, and developing relationships based on trust and credibility
- System for creating and managing content that is consistent across online and offline channels and builds reputation

PERSONAL IMPACT

This training course will personally benefit the participants to gain or enhance their understanding and knowledge by the following:

- Skills in direct marketing and digital marketing capabilities that work for service organisations
- Practical ability to apply marketing models, tools and techniques to their organisation and clients
- Able to develop a marketing funnel that takes prospects from awareness to repeat business and loyal client
- Ability to clearly explain how marketing applies in their organisation, winning the support of more senior managers and executives
- An offline and online marketing strategy and implementation plan tailored to their organisation and the markets its serve

WHO SHOULD ATTEND?

- This Sales & Marketing training course on Achieving Marketing Excellence in Service Organizations is of particular benefit to business development, marketing, and sales professionals.
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This training course is a suitably wide range of professionals but will significantly benefit:

- Education & Training
- Legal Officer
- Hospitality
- Travel & Tourism
- Medical, Healthcare and Wellness
- Logistics & Transportation
- Insurance Agents
- Finance & Accountancy
- Entertainment & Sports
- HR Recruitment
- Culture, Arts & Music
- Creative & Design
- Consulting
- Data Services
- Facilities Management
- Real state Agencies

Course Outline

Principles of Relationship Marketing & Selling

- Being visible so prospective clients can find you
- Developing credibility, liking, and trust, so they are willing to buy from you
- Positioning your expertise – generalist, specialist or authority
- Engaging with insights that position you as the expert in your industry
- Creating word of mouth where your networks recommend and promote you
- Techniques for growing your online networks of prospects

Principles for Attracting Prospective Clients

- Analysing Existing Clients – What they share? Who you most enjoy working with?
 - Clarifying Your Ideal Client Who will Pay a Premium for What You Offer
 - Delving Deeply into Who They are Using a Client Framework to Narrow Your Focus
 - Uncovering the Pain Points that Cause Them to Pay Attention
 - Refining the Benefits for Them of Working with You – That is unique in your sector
 - Honing Messages that Help Them See How You Can Help Resolve Their Point Points
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Converting Prospects into Ideal Clients

- Techniques for Reaching-out and Connecting including Research and Discovery Calls
- Using Dynamic Questioning to Understand the Outcome They Want and Who has Influence
- Techniques for Following-up and Maintaining Contact after the Initial Contact
- Preparing For and Managing Great Face2face Meetings
- Developing a Compelling Proposal based on their Pain Points
- Handling Objections and Closing the Sale, So the Client is Looking Forward to Working with You

Content Marketing Strategies to Help Grow Your Practices

- Impactful Content Creation Strategies that Help You become Visible Online and Offline
- Running events that prospects and clients want to come to
- When it is worth investing in print
- Strengths and weaknesses of the different types of print channels
- Pros and cons of the key social media channels for service organisations
- Developing and running social networks that take clients from customers to ambassadors for your

Managing Brands and Reputation

- Ensuring brand is linked to business strategy: vision, mission, values, essence, proposition, personality, promise
 - 8 key elements of a brand: logo block, strapline, typefaces, typography, colours, tone of voice, photographic style, grids
 - The guidance that ensures the brand is applied consistently internally and externally
 - Reproducing the brand in online and offline communication channels
 - Finding employee and customer champions to keep you on-brand
 - Persuading customers to pledge loyalty to your brand
 - Repairing a damaged reputation
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