

Developing your Professional Marketing Skills

The 3 Success Factors for Marketers

Target audience

- All marketing professionals

Pre-requisites

- Proven marketing experience

Objectives

- Harness marketing best practices in an international context
- Develop your interaction and persuasive skills within your company
- Create value for your customers and thereby for your company

On-the-job benefits

- Sharper analysis
- Faster decisions
- Greater persuasive power
- More creative energy with a pragmatic slant
- Richer all-round marketing operations

Benefits for the company

- Efficient and effective marketing professionals who:
 - Market more creatively
 - Steer their projects to successful completion
- Stay a step ahead with innovative solutions
- Gain an edge through innovation and a more attractive image
- Shorter time to market

Special features of this course

The In3 Marketer: the three qualities that effective marketing professionals share



The In3 Marketer's creed

Intelligence: the ability to analyse facts and distil the essential ones

- > Faster decisions and clearer marketing process management
- > Innovation: thinking carefully, creatively and realistically
- > Marketing strategy excellence and a creative edge to build a competitive and innovative offer

Interactivity: listening and persuading

- > Understanding the challenges down the road, building support for your projects and leading a marketing community

Time to remember ...in the classroom

Créafil

A fun way to learn and practise as a team:
> Build a new offering based on your positioning

Colortech

Two teams compete:
> Make your product launches a success

The In3 logo and profile

Self-assessment, individual action plan and logo creation:

- > Your In3 Marketer profile
- > Positioning your promotion in a group

...during the e-learning modules

New Chemical

Before the classroom course:
> Using your segmentation based on customer value

Botteck

Before the classroom course:
Analysing the gap between your objectives and market forecasts

Transplastic

After the classroom course:
> Building your international marketing community

