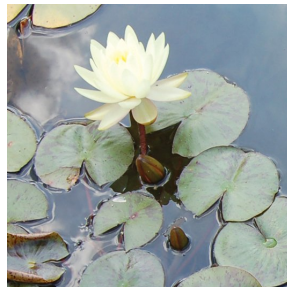
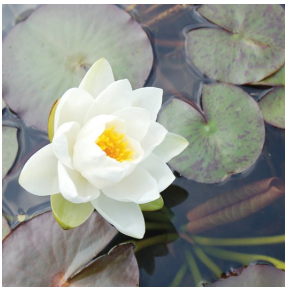




applied training and consultancy solutions

# Effective Marketing and Customer Relations



A two day course for 10 people £350 (incl VAT)

Course dates:

London 13<sup>th</sup> and 14<sup>th</sup> October 2010  
London 1<sup>st</sup> and 2<sup>nd</sup> February 2011

To book online or for more information on Leapfrog Consultancy and all our courses please visit our website [www.leapfrogconsultancy.co.uk](http://www.leapfrogconsultancy.co.uk)

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## Course Background

Today, the competition to provide service contracts is greater than ever especially as charities are competing with the voluntary, statutory and private sectors. Growth opportunities are immense but so are the risks of an organisation reducing in size or **closing**. To grow you must understand the market you are in and what will stand out from your competitors.

Leapfrog has specifically developed this training to assist your organisation to identify their unique selling points, understand their current market position and identify opportunities for future diversification. It is essential for voluntary sector providers to respond to the changing demands of commissioners, at a strategic and operational level, if they are to remain competitive within their sector. In our experience organisations who improve their knowledge of how markets operate, understand their position within them and develop strategies to enhance that position, significantly increase their capacity to compete for new business and sustain existing contracts.

## Course Design

The course has been designed by and is jointly facilitated by Ray Jenkins and Derek Smith. The course will enable delegates to understand the core principles of marketing and how they can be applied to the strategic planning and operational delivery of services. Marketing theory is considered in relation to the voluntary sector, service development, contract retention and organisational growth. You will be introduced to simple yet powerful tools used by marketing professionals.

The course will help your organisation:

- Review what business you are in and could be in, Identifying new service possibilities
- Identify the factors that will assist organisational growth
- Develop effective customer relationship management
- Understand the factors underlying why a purchaser makes a decision and how to anticipate and exceed expectations
- Develop a marketing orientation that staff and volunteers will want to contribute to
- Improve external communication, developing effective public relations and key messages to build your 'brand'
- Identify factors that may inhibit growth
- Implement a simple marketing planning framework

## Who will Benefit?

Marketing, in its simplest form, is about providing better services to clients and purchasers whilst protecting existing service contracts and jobs. The ability to market is a highly prized asset by many organisations and is essential for senior management posts.

The course will benefit staff responsible for managing and developing service contracts and is also relevant to senior managers responsible for implementing business plans. It will be helpful for central support departments such as; business development, human relations, quality assurance and communications.

## Key Learning Outcomes

Delegates will gain a working knowledge of:

- Core marketing concepts
- How marketing relates to service development and sustainability
- How marketing influence strategic planning
- How to develop a marketing plan
- How to creatively and laterally position your services
- Political, environmental, social and technological market analysis
- Developing a unique selling proposition
- Improving commissioner/contract relationship management
- Promoting key messages that improve your organisation's image and brand
- Common growth strategies adopted by organisations

## Course Tutors

Ray Jenkins is a former National Director of Development for one of the UK's largest social care providers in the voluntary sector. He worked within a highly successful contracting team, leading on competitive tendering, bid submissions and project implementation. He has more than 15 years experience of strategic planning, change management and service operations. An experienced trainer, Ray has worked with a number of large voluntary agencies, statutory sector providers and CVS consortia to deliver internal capacity building and marketing programmes.

Derek Smith was previously the Chair of Key Ring, a learning disabilities charity and is a former Executive Director of the RNID. He is a lead consultant on statutory funding delivering courses now adopted by Action for Children. He has worked within the voluntary sector, Further Education, Housing and Local Government overseeing major service improvement and strategic growth. Derek has worked in training and consultancy for more than six years and currently delivers our winning statutory and grants training course.

## Course Outline

### Session 1: What is marketing?

Defining your market  
Benefits of marketing  
Market orientation - customers

### Session 2: Marketing services

Defining your services  
Tangible & intangible services  
Market variables

### Session 3: Key marketing concepts

Characteristics of service marketing  
What business you are in  
Service products

### Session 4: Market research

Who your key customers are  
Market positioning  
Direct & in-direct marketing

### Session 5: Market segmentation

Principles of segmentation  
Introducing new products  
Organisational constraints

### Session 6: Growth strategies

Environmental scanning  
Developing your product  
Building organisational capacity

### Session 7: Promotional plans

Preparing a promotional plan  
Customer relationship management  
Managing expectations

### Session 8: Strategic marketing plan

PR & communications-developing a strategy  
Formulating a marketing plan  
Measuring the impact

## Course Times

### Day One

09.40 - 16.40

### Day Two

09.30 - 16.30