



Service Marketing B2B

Who understands his customers, markets services successfully

Two-day intensive seminar

Profiling the market by services

Service is the only business sector that has been growing continuously and above average for years. But at the same time, bankruptcy figures are highest here. Market success with services requires unconditional customer orientation, a clear concept and highly motivated employees in the provision of services. How can this be achieved?

Services are immaterial, involve customers and are provided by people. When designing and marketing services, these aspects must be carefully considered as they are indisputably linked with the product "service" and the brand promise.

Your benefit & contents

The seminar conveys all elements of the marketing mix as a basis to conceptualize services and the success factors for development and design. You will learn the prerequisites, the starting points and the tools to market and optimize your offer successfully. You will work on your current case which is about brainstorming the design and developing new services.

Benefit from the practice-oriented know-how and the experience of our experts and learn important knowledge to make your work successful.

Contents

- Objectives and requirements of service marketing
- Understand and classify customers
- Service and service product development – an opportunity to differentiate from competition
- The marketing mix for service conception
- Attract and retain service customers
- Employee qualification and motivation as key to success

Methodology

- Keynote presentations
- Group work
- Case studies
- Using checklists

- **Duration**
2 days
- **Start/End**
09:00 am to 05:30 pm each
- **Target group**
Marketing, sales and service managers from service companies or companies with significant service areas, managing directors, executives – across all industries
- **Our services**
Seminar participation & networking
Seminar documents
Drinks and lunch
Certificate of attendance
- **Your investment**
€ 1,860.00 plus VAT

Information and registration

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Subject to change.