

“Inspire people and help them realize your company’s marketing strategy.”

Celemi Livon Lite™ is the fast track to a basic understanding of the principles of marketing and branding. At the starting point, four companies are fiercely competing in a narrow segment of the marketplace. There is little differentiation, causing a restless customer base with little loyalty to their respective companies.

Teams need to decide on how to best use their limited resources on attracting a selection of customers.

There are some big issues to discuss:

- How will we attract and retain a steady customer base?
- What are our strengths – and how can we leverage them?
- What type of market profile do we want – and how will we communicate it?

Customers’ perceptions and preferences change as an effect of how they are treated over time. As a consequence, more or less of the potential market share is captured.

Teams assess their performance:

- Were they able to select a position in the marketplace and hold onto it?
- Were they able to attract their customers of choice?
- Were they able to maintain the price level they wanted?
- Did they spend more money than necessary to maintain the operation?

The power of the customer



What clients say

“Very fast and exciting way to learn about our marketing strategy. To compete with your colleagues forces you to do your best. Thank you!”

– Sales Manager, Multinational industrial company, Russia

“Good for large audiences to understand marketing fundamentals. A couple of well spent hours!”

– Training and Development Director, Insurance group, Middle East

“Fun and informative at the same time!”

– Management Consultant, Sweden

Who benefits?

- Those responsible for planning and communicating the launch of a new product or service.
- Sales and marketing staff on the corporate, centralized level can become more aware of the challenges on the localized level (and vice versa).
- Companies facing a merger or acquisition, where there is a need to fuse together differing brands and build a shared understanding of the new profile among key employees.
- Managers of franchise businesses who want to ensure consistent profiling in all locations.
- Marketing professionals who need to communicate the results of market research and its implications for the future.
- Sales people become better attuned to customer targeting, customer behavior and getting their priorities right.
- Marketing consultancies who offer the seminar as an added educational benefit to their own clients.

Key results

- Alignment around the “big picture” and a deeper understanding of marketing strategy and tactical initiatives.
- Better decisions for optimal allocation of limited marketing resources.
- Increased responsiveness to customer needs and preferences.
- Deep understanding of the overall business impact of their decisions.
- Inspiring glocal (local within global) performance

Key concepts

- Customer purchasing behavior
- Market positioning
- Customer segmentation
- Brand mapping
- Pricing strategy
- Image tracking
- Budgeting

**Facts****Material**

Board-based business simulation.

Number of participants

From four to several thousand participants at any one time, or at simultaneous seminars. Participants are grouped in teams of 3-4. One facilitator for every 25-30 people.

Participants

Sales and marketing staff.

Time required

4-6 hours.

Facilitator

Facilitators certified by Celemi.

Languages

We translate our products continuously, for an updated list please visit: www.celemi.com