

## Marketing of services



MR-179 2 Days (14 Hours)

## Description

Understand the specificities of the services with regard to customer expectations to take them into account in the development of offers. Develop management through quality of service that builds customer loyalty. Design and implement a marketing mix and specific action plans.

## Who is this training for ?

### For whom

Product manager. Marketing research manager and manager.

### Prerequisites

Aucune

## Training objectives

- Understand the specificities of the services and their impacts
- Segment your market and target your customers
- Build the marketing mix
- Take into account the quality of service
- Develop your marketing plan

## Training program

### Spécificités des services et conséquences sur les consommateurs

- The positioning of services marketing in relation to traditional marketing.
- The search for a definition of services.
- Services and their segmentation criteria.
- The qualification of the specificities of services through sectoral examples.
- The implications in terms of Consumer behavior.
- Exercise: Positioning of different sectors services and qualification of consumer behavior.

### Segmenter son marché, cibler ses clients et positionner son service

- Segmentation.
- Targeting.
- Positioning.
- Exercise: Identification of possible criteria for segmenting the given market in the world of services.

### Construire le mix de son offre de services

- The "7 Ps" versus the "4 Ps".
- Which "Product" service? Which Personnel? Which ) Price? What "Place"? What Promotion? What Participation? Exercise: Simulation of building a marketing mix for a new service.

### Intégrer l'optimisation et le pilotage de sa qualité de service

- The overall model.
- The issues.
- The quality criteria.
- The measurement of quality.
- The establishment of a quality policy.
- Case study Based on satisfaction questionnaires.

### Elaborer son plan marketing

- Current situation.
- Deployment of objectives.
- Action levers.
- Action plan.
- Budget.
- Monitoring action plans.
- Contributions.
- Exercise: Illustration of methods for determining objectives.