

# Course : Successful service marketing

Efficiently analyze, segment, position and deploy your offer  
*Practical course - 2d - 14h00 - Ref. RKE*  
*Price : 1590 CHF E.T.*

Understanding the specific characteristics of services and customer behavior is essential for developing appropriate offers. This training course provides you with the keys to effectively segmenting, targeting and positioning your offers, then designing and deploying high-performance, loyalty-building services.

## Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Understanding the specific features of services and their impact
- ✓ Segment your market and target your customers
- ✓ Building the marketing mix
- ✓ Taking service quality into account
- ✓ Drawing up a marketing plan

## Intended audience

Product manager. Marketing research manager.

## Prerequisites

No

## Practical details

### Hands-on work

Theoretical presentations. Examples. Sharing experiences. Reflection workshops.

## Course schedule

### PARTICIPANTS

Product manager. Marketing research manager.

### PREREQUISITES

No

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

### TERMS AND DEADLINES

## 1 Understanding the specific features of services and their impact on consumers

- Comparing service marketing and traditional marketing
- Define the concept of service and its fundamental characteristics
- Identify services and their segmentation criteria
- Illustrate the qualification of service specificities through sector-specific examples
- Analyze the impact on consumer behavior

### Exercise

Position different service sectors and qualify consumer behavior.

Registration must be completed 24 hours before the start of the training.

### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

## 2 Segment your market, target your customers and position your service

- Identify segmentation
- Determining targeting

### Exercise

Identify possible segmentation criteria for a given market in the world of services.

## 3 Build your service mix

- Know the 7 P's versus the 4 P's:
  - - Define the Service Product
  - - Structuring the People dimension
  - - Set Price(s)
  - - Deploying the Place
  - - Designing the promotion strategy
  - - Formalizing processes
  - - Specify participation

### Exercise

Simulate the construction of a marketing mix for a new service.

## 4 Integrate optimization and management of service quality

- Presenting the global model
- Identifying the issues
- Define quality criteria
- Measuring quality
- Deploying a quality policy

### Case study

Analyze satisfaction questionnaires and identify areas for improvement.

## 5 Drawing up a marketing plan

- Diagnose the current situation
- Clarify objectives
- Choosing the right action levers
- Draw up a realistic, manageable action plan
- Drawing up the budget
- Monitor action plans and evaluate contributions

### Exercise

Illustrate methods for identifying objectives.