B2B MARKETING STRATEGY: A CUSTOMER-CENTRIC APPROACH
How to Simultaneously Boost Customer Satisfaction and Shareholder Value.

Smart companies cultivate customer satisfaction in order to build shareholder value through increased sales, margins and EBITDA. But you can’t keep the customer satisfied unless you know what they want. This 4-day course provides a practical framework and toolkit for you to drive customer-based value and linking it to your organization’s financial success.

FRAMEWORK AND LEARNING OBJECTIVES

Customer Analysis (Day 1)
- **Value driver analysis:** Participants will learn to analyze their customer base to determine which benefits – like price, quality, safety, communication, etc. – drive customer value.
- **Value proposition/positioning statement:** Participants will learn how to select the right target segments and offer the right benefits, crafting a customer-focused value proposition.

Execution Analysis (Day 2 and 3)
- **Delivering value through execution:** Participants will learn how to analyze execution strategy that increases customer satisfaction and link execution levers in ways that drive sales and margins.
- **Competitive analysis:** Participants will use a comparative analysis framework to measure the perceived value that customers derive from your offering vs. those of your competitors.

Financial Analysis (Day 3)
- **Delivering financial value:** Participants will learn how customer-perceived value drives financial metrics such as sales, margins and EBITDA.
- **Resource allocation/strategic initiatives:** Participants will develop strategies for optimizing company budgets in customer-focused areas, such as product development, communication, sales, customer service, etc.

Planning and Executing Customer-Based Value (Day 4)
- **Customer-based strategic planning:** Participants will learn how to integrate these points into a coherent customer-based strategic plan. We will review and analyze examples of such plans and work with individual participants to brainstorm a plan that works for their company.

NOTE: This is not a course in advertising, branding or communication. This course focuses on the strategy-related elements of driving customer value.

UPCOMING DATES
June 9–10, 2020

TUITION: $6,500
Class includes materials and daily breakfast, lunch and refreshments.
PEDAGOGY
This applied course will use a mix of custom cases, practice exercises and reviews of actual implementation initiatives by companies. Group exercises will be used to deliver insights.

**Industries covered:** Manufacturing and industrial services, energy, oil and gas, general services, consumer packaged goods, education, healthcare, non-profit sector, professional services and others.

**Companies analyzed:** General Electric, Mohawk Paper, Boeing, Premont School District, Gallery Furniture, Star Furniture, Ashley Furniture, Microsoft and others.

**WHO SHOULD ATTEND?**
The course is best suited to middle and upper-level management within B2B companies including energy, petrochemicals, transport and logistics, distribution, manufacturing, healthcare and financial and commercial services.

**Ideal Participants:**
- Executives of small companies (20 employees or fewer; revenues less than $50 million)
- Executives of mid-market companies ($50 to $100 million in revenues)
- Senior manager, director, VP, SVP, and C-suite members of medium to large companies
- General managers or presidents of business units as well as PLMs and PLDs

**Additional Experiences:**
- Preferred 5+ years of experience
- Some supervisory experience and involvement in strategy, business development and budgeting
  - Experience managing P&L

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All Rice Business Executive Education faculty are award-winning professors who teach full time in the MBA and EMBA programs at Rice Business and have extensive business and consulting experience.

Read more about Professor Mittal’s research at Rice Business Wisdom, our online ideas magazine with clear, practical translations of faculty research that will change the way you think. [ricebusinesswisdom.com](http://ricebusinesswisdom.com)

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**Your Professor:**

VIKAS MITTAL, Ph.D.
J. Hugh Liedtke
Professor of Management (Marketing)

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**CONTACT INFORMATION**

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