



## B2B MARKETING STRATEGY: A CUSTOMER-CENTRIC APPROACH

How to Simultaneously Boost Customer Satisfaction and Shareholder Value.

B2B companies spend millions of business development dollars chasing customers, product innovation, sales funnels and brand differentiation strategies. Their hope is to increase revenues, margins and EBITDA – but few are successful.

The companies that do succeed know customers are the source of their cash flow. They've made it their mission to accomplish two things – accurately identify their customer value equation and understand how this equation drives their strategy. This two-day course provides a practical framework and toolkit to help you drive financial growth using a customer-based strategy and execution.

## FRAMEWORK AND LEARNING OBJECTIVES

### Customer Value Equation

- **Deriving and Examining the Customer Value Equation:** Participants will analyze the eight pillars of B2B value and identify the strategic areas most impacting customer satisfaction within their organizations.
- **Using Customer Value Equation to Set Execution Priorities:** Participants will learn how to set execution priorities that support their company's customer value equation in ways that drive sales growth and margins.
- **Understanding How Customer Value Differs from Marketing, Customer Engagement or Customer Orientation:** Participants will review the importance of customer value as a distinct strategic competency and learn how it differs from customer engagement, customer experience and service quality.

### Financial Analysis

- **Delivering Financial Value:** Participants will learn how an execution strategy aligned with their customer value equation drives revenues, margin expansion and EBITDA.
- **Allocating Resources for Strategic Initiatives:** Participants will develop strategies for optimizing their budgets in customer-focused areas, such as product development, communication, sales and customer service.

*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: \$2,900**

Class includes materials and daily breakfast, lunch and refreshments.

## Integrative Application

We will analyze several applications in a variety of industries, including but not limited to:

- Fortune 100 Companies: Starbucks, McDonald's, Walmart, Honda, Toyota, BMW
- Solyndra (alternative energy)
- GE Healthcare
- Retail Furniture (Gallery, Star, Ashley)
- Modular Office Rental Company
- Industrial Distribution
- Legal and Professional Consulting
- Healthcare Services (primary care)
- Banking Services

## Participants Will Develop Their Company's Value Equation and Execution Strategy

Participants will use the course methodology to start developing their own company's value equation. Continued refinement and development of their strategies for sales growth should continue as participants return to their respective organizations.

## PEDAGOGY

This applied course will use a mix of custom readings, short cases, practice exercises and reviews of actual initiatives implemented by companies. Group exercises will be used to deliver insights.

## WHO SHOULD ATTEND?

The course is best suited for mid- to senior-level executives involved in business development, sales and marketing, product development/management, operations and manufacturing, business strategy, and financial budgeting.

Participants from industries such as energy, petrochemicals, transport and logistics, distribution, manufacturing, healthcare, professional services, and financial and commercial services will benefit from the program content.



Your Professor:

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

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)

## CONTACT INFORMATION

Zoran Perunovic, Ph.D.  
Director, Executive Education  
Rice Business  
713-348-3720 | [Zoran.Perunovic@rice.edu](mailto:Zoran.Perunovic@rice.edu)