Marketing and Communication Design

for Technology Solutions

Methods to effectively market your complex value proposition.

TaaraGo Learning Centre, Pune

December 05, 2009 - February 06, 2010
(January 02 excluded)

Marketing and Communication Design
for Technology Solutions

Marketing of Complex Solutions is significantly different than marketing of consumer products like soaps and colas.

Many companies hire people in marketing with basic educational background in engineering or business but with no targeted exposure to complex solution marketing.

This program is designed to prepare professionals who can effectively execute sales activities for companies involved in complex solutions.

Complex solutions are defined as solutions which take long time to sell, have high value, and/ or are complex value propositions or new categories.

Pre-dominantly these involve engineering, technology, IT solutions or multiple factors and people in decision making.

Who can benefit?

- Early Stage Sales Professionals and Managers handling Sales / Marketing in IT, Engineering companies, and Services companies
- Graduates, MBAs, and Final year students planning to enter into sales & marketing field
- Client Servicing members at Agencies

Anyone involved with the following activities will benefit:

- Strategy
- Business development
- Communications
- Services or product management
- Planning
- Partner relations
- Branding
- Customer relations

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Program Outline

Topic	Duration*	Exercise
Marketing Concepts	8	
- Role of Marketing & Importance of marketing strategy	1	
- Market Leadership Disciplines & Value Maps	1	
- Segmentation & Positioning	4	X
- Branding - creating lasting organizational value	2	
Communication Design	20	
- Communication Design versus Graphic Design	1	
- Solution Selling Messaging & Structuring	1	
- User Experience / Information Design	2	
- Visualization & Creative Process	4	X
- Copywriting	4	X
- Interactive Design Exercise	4	X
- Print Communication Exercise	4	X
Creative Communication Effectiveness	4	
- Art of taking brief and asking Questions		
- Understanding & Being Understood		
- Feedback Mastery		
- Universal Rules – Do's and Don'ts of communication		
Agency & Client Management	4	
- Getting the most out of your agency		
- Managing your clients (internal or external)		

*Duration in Hours

About the trainer

Anil Chouhan has over 17 years of experience in managing clients, selling, and marketing complex solutions ranging from Industrial Systems to Enterprise Software Solutions.

He currently heads Pune based **Yoteam (www.yoteam.in)** a Complex Sales & Marketing Consultancy and **Iternia (www.iternia.com)**, a Branding & Communication Design firm based at Pune. Prior to that he was Managing Director and VP International Sales at Synygy, Inc.

During his 11 year tenure at Synygy, Inc. of US, he has sold and managed delivery of many multi-millions software contracts. He has also helped many US companies in their sales effectiveness through consulting in the areas of targeting, alignments, and incentive compensation design.

He has been trained at Kelloggs School of Business, Chicago in Salesforce Structure and Design and has conducted numerous workshops at Sales Effectiveness conferences in Orlando, Philadelphia, and Phoenix.

He has worked with clients across many domains/industries like Life Sciences, Investment Services, Insurance, Mortgage, and Manufacturing. Some of the clients he worked with included Abbott, Bayer, Alliance Capital, Bausch & Lomb, Roche, Eaton Cutler Hammer, Fleet Mortgage, Johnson & Johnson, Lincoln Financial Distributors, Lucent Technologies, Open Text, Perkin-Elmer, and Siemens Building Technologies.

He holds a **Masters of Science degree in MIS & Marketing** from Texas A&M University and a **MBA in Marketing** from S P Jain Institute. Prior to graduate work, he attended the University of Pune where he earned a Bachelor degree in Production Engineering.

Schedule

9 weeks; 4 hours on every Saturday from 9 am to 1 pm.
Dates: December 05, 2009 - February 06, 2010 [January 02, 2010 excluded]

Venue

TaaraGo Learning Centre
Above Fab India Sarees, North Main Road, Koregaon Park, Pune - 1

Fees

Rs. 9,000/- + Service Tax of 10.3% [10% Discount for 3 or more from same organization]

Payable to: Yoteam Information Technologies Pvt. Ltd.

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