

“Service markets are highly competitive, dynamic and hostile, only firms with competent marketers will survive.”
Tom Peters



Training | Conferences | Events | Publications

Marketing your Financial Service Business

Master your Service Advantage in the Financial Services Business

Led by renowned
author and expert

Ian Ruskin Brown, UK



Over 3 decades of commercial
experience including Key Account
Management with leading Global
Organizations

●
Fellow of the Institute of Sales
and Marketing Management

●
Member of the
British Institute of Management

●
Author of best selling books like
Mastering Marketing, Marketing
your service business and Practical
Pricing for results

17 - 18 March 2010, Sheraton Hotel, Karachi

24 - 25 March 2010, Pearl Continental Hotel, Lahore

9:30 am - 5:00 pm

Key Benefits:

- Learn to implement best practice strategies for the financial service sector
- Gain competitive advantage in your market place through the application of the: Financial Service's 'Product', financial service marketing mix, and financial service marketing strategies
- Understand marketing applied to a business in the 'Financial Service' Sectors today
- Comprehend ways to contribute to the marketing of the financial service related aspects of your organizations' business in the best possible way
- Learn to successfully manage the service delivery process
- Understand how to position the service product

For Registration:

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Limited Offer!

Complimentary copy
of Ian Ruskin's book

**"Marketing
your
service
business"**





Ian Ruskin Brown

MSc. MIMgt, MCIM, DipM, FinstSMM, MMRS

Ian Ruskin Brown is an author, International Marketing Trainer and Consultant, Member of the Chartered Institute of Marketing, Fellow of the Institute of Sales and Marketing Management, Member of the British Institute of Management.

He is the Principal of Ruskin Brown Associates, an independent marketing consultancy set up since 1983 based in UK. This consultancy continually brings him into contact with a wide range of marketing situations in United Kingdom, United States of America, Asia and Europe. Thus, over the last 35 years he has excelled in Strategic Management, Sales and Marketing.

Ian's business career has a strong bias towards marketing management in the operational field and planning functions working for some leading companies like Lyons & Co., Reed Paper Group, Trebor Sharpes, Esso Petroleum, etc. In 1973, his career was orientated towards the academics and consultancy, when he started working as a Senior Lecturer at the University of the South West, UK along with being a visiting faculty at the Universities of Bath, Bristol, Oran (Algeria) and the NIHE Limerick (Eire).

Ian specializes in high tech and financial services industries and has carried out a great amount of in-house work across the world, for a wide range of firms providing such products. With his unique Service Marketing Modules, Ian has worked with the business schools of: IBM Global Services, ICL Business School, Nokia (Global Networks Division) & Visa Europe HO (i.e. in Paddington London UK.). In addition Ian has conducted substantial amounts of training in this course for the following:

Hear What Delegates Have Said About Ian:

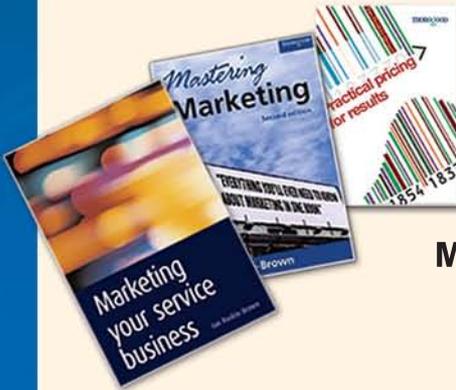
"I find it hard to believe that so much information was covered so successfully in such a small space of time. It was very useful indeed and I am looking forward to putting some of it into practice!"
Lloyds Bank Offshore



"A very practical and excellent course - very information rich - lots of practical illustrations and exercises."
Barclays HO Nairobi Kenya



"The session was highly beneficial & readily applicable to the workplace. Ian is a truly professional trainer with excellent class management skills!"
NWS Bank Plc.



Ian Ruskin Brown is the best selling author of

Mastering marketing
Marketing your service business
Practical pricing for results

Training Methodology:

The training will be a highly interactive session that will include interesting exercises, discussions, "Buzz Group" Exercises and will conclude with a syndicate presentation by Participants Layout.

Who should attend?

The course is relevant to every Financial Organization that has to face competition in the Financial Service Sector today. This includes:

- Banking
- Pensions
- Insurance & Re-insurance
- Hire Purchase etc.
- Asset Management Companies
- Independent Financial Advisors
- Leasing Companies

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OVERVIEW

Today over 70% of GDP comes from firms in the Service Sector and the Financial Services Sector is a massive part of this. With this rapid transformation, there has never been a greater need for Finance professionals to learn the specialized techniques for achieving marketing success in their services sector being highly dynamic and hostile. Financial Service, 'Financial Service Products' and their businesses are fundamentally different from those of 'Goods' and this has a critical impact on the way they should be marketed. Because 90% of all team members in financial service organizations interact with customers, therefore it makes marketing planning more critical & essential to survival.

By the conclusion of this workshop, the participants will be able to make a meaningful and substantial in-put to the marketing process of their financial service business.

Course Outline

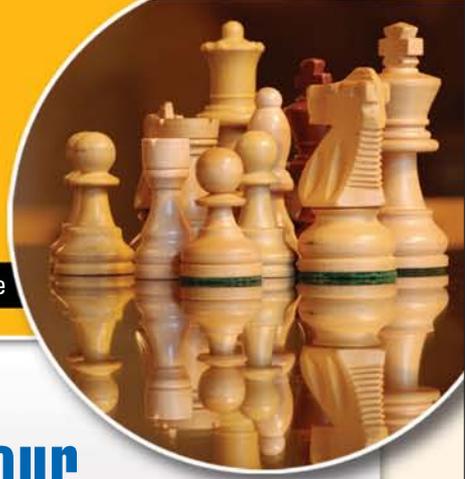
TIME	Day One	Rationale / Objectives
09:30	Session 1 Introductions & setting objectives: Case study set with joining instructions. Set the tone & expectations for the program Session 1: Introduction to Marketing Per-se: Overview of the planning cycle introduced. Introduction of 'Relationship Marketing': The use of services as a means of adding a differential advantage.	Learn / Revise: <ul style="list-style-type: none"> McDonald's definition of Marketing The purpose of the Marketing approach per-se The Service 'Ladder of Loyalty' The unique aspects of the financial services 'product' from Intangibility through People to the implications of 'Time'
10:30 - 10.45 COFFEE BREAK		
10:30	Session 2 The Financial Services Marketing Mix introduced. Introduction to the Capacity-Constraint/ Resource-Dilemma <ul style="list-style-type: none"> Managing the capacity of the demand for the financial service; Introduce the forecasting Process. 	Learn: <ul style="list-style-type: none"> The Service Marketing Mix The 3 axis of services Resource Dilemma The need to address the Capacity constraint Basics of the Forecasting Process
12:30 - 13.30 LUNCH		
12:30	Session 3 Dealing with the differences 1: Intro: The Financial Service 'Product' & its analysis. The Levitt Construct examined; EXE: Nominate & describe the 'Expected', 'Augmented' & 'Potential' aspects of 'Pakistan Stock Exchange'. The SpiderGram presented.	Learn: <ul style="list-style-type: none"> The Levitt Construct and its uses ref. to a Financial Services Business; Identifying what parts of the 'Financial Service Product' can add value; Understanding how the SpiderGram works.
15:30 - 16.00 TEA		
15:30	Session 4 Dealing with the Differences 2: Goods vs. Services/ Financial Services: The importance of 'Time' in the Marketing Mix for Financial Services.	Learn: <ul style="list-style-type: none"> The unique aspects of the service product Time's 5 flavors & their management: Punctuality, Availability, Speed of Response, Duration & Speed of innovation
c. 17:30 DAY ENDS		

TIME	Day Two	Rationale / Objectives
09:30	Session 5 Introduction to segmentation; specifically for the Financial Services. Dealing with the differences 3: 'Process' & Dealing with it. The use of the Blueprint approach to managing the (financial) service episode.	Learn <ul style="list-style-type: none"> The need for the process of Market Segmentation for the Financial service sector Types of service specific segmentation variables The need for the 'scripting process' The facets of the ideal & critical service episode The principles of a 'Blueprint'
10:30 - 11.00 COFFEE BREAK		
10:30	Session 6 Dealing with the differences 4. Exploring the fact that different classes of (Financial) Service & types of service Products lead to different approaches to the delivery of those services;	Learn: <ul style="list-style-type: none"> The service spectrum & how optimum service quality is achieved through it How this affects service delivery
12:30 - 13.30 LUNCH		
12:30	Session 7 Customer Service The basic Behavioral models introduced. The Service Triangle. Establishing the performance standards. Video - Zemke, Albrecht, & Carlzone.	Learn: <ul style="list-style-type: none"> Transactional analysis & its place in the delivery of service The role of Neuro-linguistics & Psycho-Geometric behavioral models
15:30 - 16.00 TEA		
15:30	Session 8 The Marketing Information System for Financial Services & 'Products' & its elements. Exploring market needs and opportunities. The Data Capture process, Secondary vs. Primary Data Course re-cap and wash-up	Learn: <ul style="list-style-type: none"> The differences & implications vs. Marketing research & the information gleaned from each The data gathering tools The 2 x 2 paradigm for data gathering The benefits & uses of Customer Banks vs. panels
c. 17:30 DAY ENDS		

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Workshop Investment

PKR **24,999/-**
per participant

10%
Group Discount
on 2 or more participants

Course material, Octara certificate, lunch, refreshments & business networking

Registration & Payment Options

- E-mail or Fax your nomination(s) to:
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Registration Note

Participation will be confirmed subject to receipt of payment.

Octara Cancellation Policy

Our Cancellation Policy is activated as soon as an invoice is received by the client. Due to any reason if the client is not able to attend the workshop/conference, they may inform Octara Sales/Finance department in writing within 48hours of the receipt of the invoice. In case of no intimation from your organization we reserve the right to claim the invoiced amount. Cancellations made at least 10 working days prior to the course will be refunded in full. If a booking is cancelled 10 to 7 working days before a course, a Cancellation Fee of 25% of the course fee is payable. For cancellations made within 7 working days, no refunds can be given. Cancellations must be confirmed by letter, fax or email. Substitutions may be made at any time. Notwithstanding the above, delegates may transfer to another course to be run within 12 months.

Bring Marketing your Financial Service Business

In-house

This workshop can be customized to suit specific needs of your organization at significant savings. Please contact Mohsin Rahim at mohsin.rahim@octara.com or call at 0321-2133409 for more details

Upcoming Programs Book your seat TODAY!



Effective KEY Account Management

15 - 16 March 2010, Karachi
22 - 23 March 2010, Lahore
Ian Ruskin Brown



Course I "Staying in the Helicopter" The Key to Profitable Growth

24 March 2010, Karachi
26 March 2010, Lahore

Course II "Staying in the Helicopter" And Lead Effectively

25 March 2010, Karachi
27 March 2010, Lahore
Roger Harrop



Time & Stress Management

16 March 2010, Lahore | 18 March 2010, Karachi

Fun Learn – Team Building

April 2010, KHI & LHE
Saadi Insha



The Excellent Manager

15 March 2010, Karachi
17 March 2010, Lahore
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Communication Masterclass

5-6 April 2010, Karachi
8-9 April 2010, Lahore
Jeremy Parson & Hassan B. Rizwan

*Octara reserves the right to change courses, dates, content or method of presentation.

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