

"Service markets are highly competitive, dynamic and hostile;
only firms with competent marketers will survive."

Tom Peters

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Training | Conferences | Events | Publications



Marketing your Service Business Seminar

January 28, 2013 - Sheraton Hotel, Karachi
January 29, 2013 - PC Hotel, Lahore
9:00 am to 5:00 pm

What You will Learn

- **Implement** best practice strategies for the service sector
- **Understand** how to position the service product
- **Successfully** manage the service delivery process
- **Use** pricing strategies to indicate service quality
- **Gain** competitive advantage in your service business



...only from Octara!!!

For Details & Registration:

Tel: 021-34534261, 021-34536315, Fax: 021-34520708,

E-mail: register@octara.com | www.octara.com





Seminar Director

Ian Ruskin Brown

MSc MIMgt, MCIM, DipM, FinstSMM, MMRS

Ian Ruskin, owner of Ruskin Brown Associates, is a prolific author, a practicing and incurable businessman and international marketing trainer & consultant. He has gained extensive experience in Marketing, working in the operational and planning functions in Marketing Management for multinationals like Esso Petroleum, Goodyear Tyre, Kimberly Clark, Trebor Sharpes, and Reed Paper Group.

His books "Mastering Marketing" and "Marketing your Service Business" were the best sellers of their times. His most recent "Practical Pricing for Results" published in 2007, is a selling storm. Since 1973, his career has oriented towards the academic and consultancy, working as a Senior Lecturer at the University of the South West, UK with visiting lectureships at the Universities of Bath, Bristol, Oran (Algeria) and the NIHE Limerick (Eire). He is a full member of the Chartered Institute of Marketing, the Business Graduates Association of MBA's, a fellow of the Institute of Sales and Marketing Management, UK, a full member of the British Institute of Management, a full member and qualified as a Diplomat of the Market Research Society. He was with the Training Arm of the Chartered Institute of Marketing, U.K. for thirteen years.

In early 1983, Ian set up Ruskin Brown Associates to provide consultancy and training in Sales and Marketing and Market Research activities. This activity continually brings him into contact with a wide range of marketing situations in United Kingdom, United States of America, Asia and Europe. This knowledge enables him to recognize the different cultures and consumer buying behavior.

His clients include organizations like Career Track International, Nokia, Ericsson, IBM International Business School, Rank Xerox, Hitachi International, Courage Breweries, ChevronTexaco, Wace Industries (world's largest printing company), Bank of Ireland, Abbey National and Cambridge University Press.

Ian Ruskin Brown
is the author of best
selling titles



"A highly informative session enriched with readily applicable techniques which will definitely add value to our organization."



"Excellent presentation and a highly practical training session!"



"The Instructor has worked hard on his presentation style and maintained a good interaction with the audience throughout the session."



"An excellent experience to attend such a beneficial workshop led by an amazing trainer!"



"Learned new perspectives to product development. The course was well prepared and effectively delivered."



Ian has trained participants from



Marketing your Service Business Seminar

January 28, 2013 - Sheraton Hotel & Towers, Karachi | January 29, 2013 - Pearl Continental Hotel, Lahore

Seminar Overview:

In a service business, you are marketing yourself - your expertise and capabilities, your reliability, and commitment to excellent service. Your service technically does not exist until the customer pays for it. Service is not a tangible good, so what you are selling is the promise to deliver what you set out to deliver. Your marketing efforts will have to focus on communicating that promise to your clientele. It's the local, one-to-one aspect of service marketing that makes it so different from marketing the average product. The very word "service" implies a more personal interaction. And if your company is all about providing a great service, a marketing campaign that builds relationships is essential to your success.

In this seminar Ian Ruskin Brown, author of the best seller book - Marketing your Service Business, will facilitate you in developing winning strategies for successful services marketing and right positioning of service products. He will introduce you to the concept of "beyond extraordinary customer service" and you will discover the ultimate pricing strategies for the service sector.

Who Should Attend:

This seminar has been designed for all service marketers who want to gain a competitive advantage in their marketplace. It will benefit Marketing Managers & Directors, Pricing & Market Research Managers, Product Development Managers and Promotion specialists & Managers.

Seminar Outline:

The right perception

- The principles of relationship marketing
- The three "Ws" of service - Why? What? Where?
- The Ladder of Loyalty
- The relationship concept
- Traits of "Excellence"

Customer service, customer focus - Key to Success

- Formula for customer Life Time Value
- Business relationship intensity graph
- The Service Spectrum - tangibility & intangibility

The service product and its positioning

- Recognizing generic, expected or augmented aspects
- The Levitt Construct tool
- Principles of capacity management
- Five "flavors" of time
- The resource dilemma
- Transforming to tangible service

The Service Process

- Delivering the service
- The service triangle
- Need for 'scripting process'
- 'BluePrint' the tools of the service process
- Exploring the service spectrum
- Influence of service spectrum on service strategy

Pricing Strategies for the Service Sector

- Principles of pricing services vs goods
- Ten ultimate pricing strategies & their application
- Value based approaches
- Pricing the intangible
- Price as an indicator of service quality
- The dangers of discounting

Managing beyond Exceptional Customer Service

- Introducing 'beyond extraordinary customer service'
- Exceeding Expectations
- Setting and monitoring delivery standards
- Behavioral models for managing
- 'The moments of truth'



Participants of Ian Ruskin Brown's previous seminar

Marketing your Service Business

held on May 2, 2007 - Karachi

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January 28, 2013 - Sheraton Hotel & Towers, Karachi
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Workshop Investment
PKR 24,999/- (Fee per participant)

On 3 or more nominees
SAVE PKR. 5,000

Fee includes course material, Octara certificate, lunch, refreshments & business networking

5 Easy Ways to Register

Phone : 021-34534261, 021-34520092
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E-mail : register@octara.com
Address : Octara Private Limited
2/E-37, Block-6, P.E.C.H.S., Karachi.
Web : www.octara.com

Payment:

A confirmation letter/e-mail and invoice will be sent upon receipt of your registration.

Note: Full payment must be received in advance to confirm enrollment.

Send your cheque in favor of
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LIVE & In-person

February 18, 2013 at Karachi

For more information: info@octara.com

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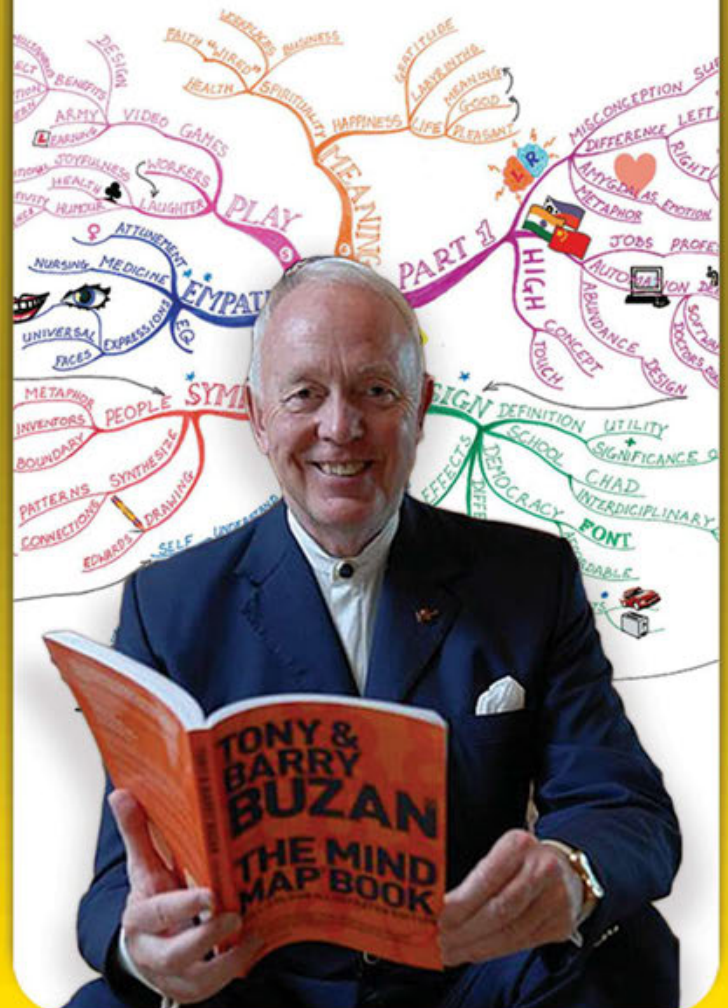
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Bring Marketing your Service Business Seminar In-house

This workshop can be customized to suit specific needs of your organization at significant savings. Please contact **Jason D'souza** at jason.bosco@octara.com or call at **0332-242732** for more details