

MASTERING INNOVATION & PRODUCT MANAGEMENT WITH SALES & MARKETING MASTERCLASS

Go beyond digital. Go omnichannel

LIVE ONLINE / CLASSROOM PROGRAM



BIZENIUS[®]
Connecting Businesses Worldwide!



REGISTER NOW

Course Overview

The success of any business depends upon effective marketing. An understanding of the key principles and techniques is vital for managers of all levels, and not just those in the marketing department. Marketplace complexity and dynamics create an environment that increases the uncertainty of innovation activities. Effective Brand and Product Strategy for Driving Business Growth provides an authoritative overview of effective product portfolio design and explores tools and techniques for making strategic product decisions.

This program provides comprehensive learning in Sales Marketing, digital banking, and banking product, complemented by the know-how delivered in two specializations, namely "Product Concept Design" and "Development Process Engineering". It is taught by experienced experts from the industry who are up to date with the latest trends and developments, ensuring a modern and future-orientated program. BIZENIUS masterclass is highly interactive and encourages delegate participation through a combination of lectures, group discussion, practical exercises, case studies, and breakout sessions designed to reinforce new skills. The comprehensive training manual has been developed to be practical, easy to use, and facilitate learning. This international masterclass helps participants to learn how to build and manage strong products over time, using product management strategies and tools that are focused on how organisations relate to their customers.



OMNI CHANNEL



Join your professional community.

BECOME AN EXPERT

Benefits of Attending



- Develop an effective marketing strategy
- Product Evolution – Looking into the future
- Digital Banking Leadership to be ahead in the competition
- Early warning of potential product or service issues
- Post covid retail banking recommendation
- Define the 'New Product Marketing Plan' and implement it
- Expanded market penetration of products and services
- Key factors when managing products today
- Product pricing and delivery channel reward

The new world of banking

OLD WORLD

Long established products & services delivered through physical distribution and traditional sales & marketing



Branch Network



Traditional Products



Trust

Drivers of Purchase

NEW WORLD

A new customer experience driven by digital capabilities, convenience and alignment to lifestyle needs and interests



Real-time Customer Engagement



Open Banking



Distinctive Omnichannel Experience

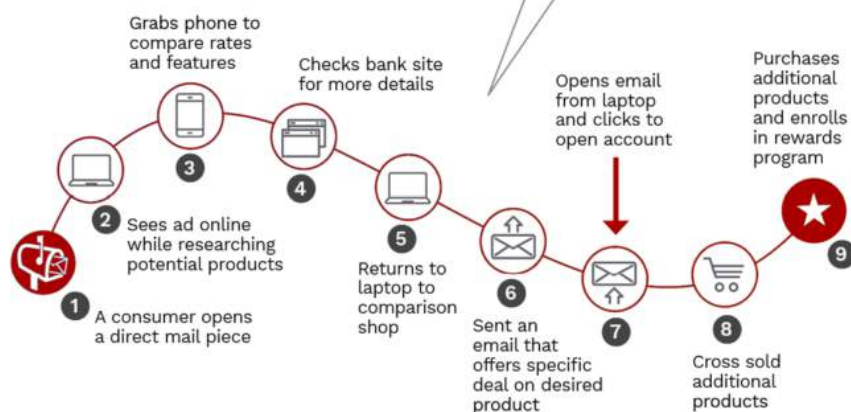


Perceived Convenience



Socially Engaging

Multi-touch attribution required across the customer journey



Who Should Attend :

The in-house training version may be tailored to your specific industry need. This course is suitable for novice and experienced participants. It is designed robustly to give you both basic concepts and principles for novice participants as well as ample opportunity for experienced participants to amplify the principles and concepts through reflection on your own work experience.

- Heads of business units
- Head of marketing
- Head of Sales
- Head of product development
- Client Relationship Management team
- Head of Channels
- Head of Digital
- Retail/personal/consumer banking personals
- Product sales / business development
- New product innovation team members
- Sales & Marketing Professionals
- Business Development Team Members
- Team Leaders & Supervisors
- Customer Service Professionals
- Strategy Making professionals
- Sales team of (Retail & SME Banking)
- Distribution Managers
- Project Management team



After Attending This Course You Will Be Able To:

- Explore the marketing mix to increase revenue
- Expanded market penetration of products and services
- Increased revenues through enhanced lead generation and brand awareness
- A greater appreciation of the impact of social marketing
- The ability to combine social media and traditional marketing strategies
- Improved nonverbal communication and persuasion skills
- Principles of Persuasion to Enhance Sales and Marketing Effectiveness
- Influence new product ideas and select products that can succeed commercially
- Ask the right questions in the product development process to improve decision-making
- Learn to overcome **biggest challenges in Product Development**
- Learn how to use the 3C Framework
- Master marketing in a hyper-social digital world

AGENDA

Marketing Strategy for COVID-19 :

- Assessment of the current situation
- Scenario Planning for Marketing
- Customer sentiment and behavior
- Anticipate operational impacts
- Deliver compelling content
- Four Forces Impacting Bank Marketing

Assessment of the market & competition:

- Customer: Behavioral Segmentation
- Collection of market data & industry trend
- Benchmarking and competitive threat
- Customer: Targeted Product Marketing
- Satisfy your Customer: Next Best Action
- Customer: Life Event Prediction
- Effective pricing strategy

COVID 19 Digital Marketing :

- Digital marketing during pandemic
- Enhanced digital customer experience
- Digital Finance – COVID 19
- Trends in Digital marketing
- Internal and external factors influencing
- Digital LOAN and New Product

Product and Brand Portfolio :

- Strategic focus for its portfolio of products and brands
- Impact of a brand's strategic focus on business' product offerings
- Identify brands that utilise modifiers
- Branding concepts to real-world scenarios/products

Product Sentiment Analysis :

- Identify opportunities in a company's product strategy
- Understand how to calculate a polarity score for a given product review
- Discuss customer expectations for specific products and brand
- Identify the enticing, enabling and enriching marketing actions (three Es)
- Product Innovation and Development

Enhance Sales & Marketing Effectiveness:

- Marketing and Selling to the Four Customer Buying Styles
- Keys for Designing a Multi-Media Sales Presentation
- Turn visitors into customers with conversion optimization
- Creating a Social Media Marketing Strategy
- Setting SMART marketing objectives

New Product Development & Management:

- Key Factors when Managing the Products Today
- Successful product positioning
- Product management principles Tools for increased revenue growth
- Tools for effective product management
- Management reporting for ongoing success
- The impact of brand and business strategy on product portfolios

Design & build Innovative products:

- Critical design functions and elements
- Business strategy fit
- Assessment of the market and competition
- Making the customer the heart of product development
- "RADAR" - A new approach to NPD
- Monitoring competitor reaction and address accordingly



ABOUT BIZENIUS

Our Live online Training feature international thought leaders presenting insight, ideas, and advice. The sessions provide timely and strategic information about the business of learning, current trends impacting workforce development, Digital Innovation, Financial and Risk management, healthy safety, best practices for the industry, and practical information on the latest tools and technology. All our programs are interactive, flexible, and timely, our online training opportunities deliver the content you need to advance your career in a format that works for today's changing industry.

WHY CHOOSE US

- **Return on Investment (ROI)** - Delegates can transform the learning into their day to day work
- **Customized and Tailed Program** - Our programs are tailored to the needs of the client and their participants.
- **Cost Effective Program** - Quality training with competitive pricing – helping you achieve results within your budget.
- **Flexible Scheduling** - Select your own dates and timing or go with a pre-scheduled session.
- **Learn from Leaders** - All our program is conceptualized developed and delivered by the market leaders.

BECOME A MEMBER

- Members save on every course they nominate
- Post training support by our experts
- Higher return on investment
- Perfectly balance long term learning program
- Carry forward the credit amount to next year
- Use membership for in house , classroom & live online training

CLICK HERE OUR CLIENTS

Happy Clients



- Citi Group
- ADIB
- FBC Holdings Limited
- City Savings Bank Inc
- KFH
- NBC
- NMB
- CBA
- BNI
- CRDB
- NBAD
- Arab bank
- Bank Misr
- Ahli Bank
- NCB Bank
- Al Baraka
- ABSA Bank
- Capital Bank
- Stanbic Bank
- Bank of Africa
- Standard Bank
- Burgan Bank
- Credit Agricole
- Bank of Maldives
- Banque du Caire
- Saudi Fransi Capital
- Afriland First Bank
- National Bank of Angola
- NDB Bank
- Diamond Bank
- ECO Bank
- KCB Bank
- Bank Albilad
- SICO Bank
- Banque Havilland
- Croatian National Bank
- Raiffeisen Bank
- Patria BankGIPF HOUSE
- Equitybank
- AB Bank Rwanda
- Nedbank
- LCB Bank
- BCH Bank
- UMB Bank
- Bank of Kigali
- Safwa Islamic Bank
- Bank Windhoek
- National Bank of Kenya
- Bloom Bank
- The United Bank
- Capital Bank
- Bank Audi
- QNB
- Fidelity
- DBN
- Alizz Islamic Bank
- National Bank of Malawi
- MoniPlus
- NFC Bank
- BPR
- CABS
- Steward Bank
- PRASAC
- Central bank Oman
- Alliance Bank Malaysia
- First Capital Bank
- Pride Microfinance Ltd
- DFCU Bank
- MyBucks
- BNP Paribas
- Nedbank
- Ahli United Bank
- Keystone Bank
- Saib Bank
- Bank Muscat
- Afreximbank
- Raw Bank
- FBN Bank
- Bred Bank
- Union Bank
- Credit Bank
- Ly Hour
- SABB
- BANK ABC
- NBS Bank
- BCI
- Centenary Bank
- National Trust Bank
- National Bank of Egypt
- Rand Merchant Bank
- Capricorn Group Limited
- Egyptian Arab Land Bank
- Coronation Merchant Bank
- Arab Africa International Bank
- Safwa Islamic Bank
- United Development Bank
- Foreign Trade Bank - FTB
- Suez Canal Bank
- Lombard Odier
- Trade & Development Bank
- GarantiBank International

Safety - Covid 19 (For Classroom Program)

Our number one priority is the safety of our delegates and colleagues, especially in the light of recent health concerns across the world. In addition to this, BIZENIUS adds a further layer of health and safety best practice standards and guidelines, that will be followed at our events wherever applicable and possible. These measures will focus around four key areas: cleaning and hygiene, communications, protect and detect and physical distancing. They're designed to provide you with confidence that at any of our event around the world, we're striving to provide the highest standards of safety, hygiene, cleanliness and quality.

CLASSROOM PROGRAM DELIVERY POST COVID 19:

- BIZENIUS would be providing a face mask for all the delegates and staff
- Sanitized Venue – We would get the meeting room sanitized on all the training days
- Thermal check of the delegates and staff before the start of the program on all the days
- Contact less provision of delivery material
- Social distancing - Limited number of delegates for classroom program

You can view our website for list of programs - [CLICK HERE](#)





3856+

Wonderful Attendees & Counting

2595+

BIZENIUS Certified Delegates

9873+

Hours of Learning and
Development Training Conducted

150+

Banking and Financial company
choose us for learning and
development need