



310 –Market Research & Positioning Training for Small Business

Days, 8 Hours/day – Optimum class size, 8 - 9 students

Training Description:

Trainees will be educated to cutting edge market research and business planning best practices, resources and tools can leverage and begin utilizing right away. By the end of this workshop an employee should have a firm understanding of market research and business planning fundamentals and also be able to build out their own research and planning deliverables when back at Corporate Headquarters. This workshop is designed to help a senior management team understand the fundamentals of proper planning and research that underpin some of the world's most well-loved organizations.

Skill Attainment:

The workshop will provide the knowledge needed to develop a market research and positioning report that a Firm can use as the early foundation needed before developing a formal Marketing Strategy.

Specific skills include:

- Outline a market research report, develop positioning for specific client segments, and understand their firm's strengths and weaknesses
- Assess the opportunities at hand for new markets and industries
- Create a communication vehicle to present to various internal and external groups to communicate a common vision and set common goals.
- Develop clear timing and budget as well as anticipated results.
- Understand the research and planning tools available to leverage

Training Agenda:

Day 1 – Research & Corporate Capabilities Overview

- Porter's 5 Forces Overview – 2 hours
- SWOT and Value Proposition Overview – 2 hours
- Exercise #1 – Develop 5-Forces template for current market Exercise #2 – Develop 5-Forces template for attractive new markets
- Exercise #3 – Looking within to assess capabilities and room for growth Exercise #4 - Building your company's value proposition

Day 2 – Company Positioning for Future Growth

- Positioning and Customer Persona Overview – 4 hours
- Exercise #1 – Understanding your “Why”
- Exercise #2 – Understanding your customer's needs and pain points and why they should consider you
- Exercise #3 – Building your company's mission and unique selling proposition
- Exercise #4 – Building out customer personas and targeted messaging for each persona
- Exercise #5 – Alignment of Company capabilities to Market Opportunities.



Day 3 – Bringing your Research and Positioning to Life

- Customer Decision Journey Overview – 4 hours
- Exercise 1 – Evaluating the customer decision journey with your brand Exercise 2 – Developing a clear message and outreach strategy
- Exercise 3 – Putting in the tracking and metrics needed to measure new business results