



Market Research & Positioning Training for Small Business

Onsite – 3 Days, 8 Hours/Day – Optimum Class Size: 8–9 Participants

Training Description:

Trainees will be educated on cutting edge market research and business planning best practices, resources, and tools that they can leverage and begin utilizing right away. By the end of this workshop, participants should have a firm understanding of market research and business planning fundamentals and be able to build out their own research and planning deliverables when back at their respected organization. This workshop consists of a variety of exercises that are 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. Market Research and Positioning Training for Small Business is delivered onsite.

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 person
- 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