

Commercializing New Technologies

Companies, who want to develop faster and better than their competitors, are using marketing to reach these objectives. Especially for companies which are very technological oriented, marketing knowledge is essential. In this course, participants acquire basic knowledge about marketing and marketing strategies – from objectives to implementation in practice.

Your Benefits

All practitioners will be required to develop knowledge in the following areas:

- Objectives and tasks in Marketing and in Marketing Strategies
- Understanding the role of Marketing in a company
- Knowledge how to develop Marketing Strategies to introduce new technologies into the market
- Planning Marketing Activities

Methods

Case studies and examples from industry to optimize the learning benefit, intensive group work and participant-focused discussions and share of experience

Participants

Company owners, manager and staff who are regularly confronted with questions in commercializing new technologies, and who need knowledge in marketing, to include these into their daily decisions, as well as strategic issues.

Contents

Part #1:

Introduction to the topic (both groups together)

Turning Innovation into Great Products

Competences as unique selling propositions, SWOT analysis, technology adoption life cycle

Marketing – Engine for Growth

Marketing in companies, customer minded orientation, contents of a marketing concept

Product Positioning in Competitive Markets

Market segmentation and targeting, differentiation with unique selling propositions, communicating the customer value

Developing the Marketing Strategy

Possible market entry, developing the own corporate strategy

Part #2:

Case Study – Successful marketing of niche products

Exciting products can be accelerated by smart marketing strategy.

Sales process for technology selling

Practical selling: pipeline generation, sales toolbox, reactivity in Q&A

Getting in a face-to-face position with potential customers

How to build up a strong company image in the sales cycle

Case Study – International rollout of business & technical enabler in telco

Enabling of Internet Platforms to integrate inbound telephony services

Summary (both groups together)

Documentation for Participants

Course Material as pdf-file

Duration

2 days for each group

First group starts with part 1, second group with part 2. They switch on the second day

Trainer

Prof. Dr. Dr. h.c. Helmut Kohlert

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is Professor of Business Management. He is serving as a consultant and trainer to numerous companies in the fields of marketing and international marketing. He is author of numerous books like "Marketing für Ingenieure" and articles.