

Winning Internal Customers

Presentations and Workshops

Certainly everyone is aware of the needs and methods of marketing to external customers, but few people specifically identify and implement effective marketing to their internal customers. However, the best external marketing programs may never get off the ground without the support of internal members from the top down and out to the field.

Unfortunately, the environment that many professionals in service management face each day can make them outsiders when it comes to serious consideration for resources, priorities and funding. All too often, our hardware and software counterparts avoid discussing service whenever possible. Many feel that it adds cost to the price of their products and makes them uncompetitive in the marketplace

Internal marketing should be used to establish a positive image of the services business across all facets of the corporation. With a general foundation of support established, internal marketing also can be used to obtain increased commitment for specific projects when additional resources and funding are needed. Internal marketing must be a conscious effort that is applied to all levels of management and employees.

S-Market Strategies Winning Internal Customers presentations and workshops offer your team the benefits of an experienced worldwide marketing executive who has created successful external marketing campaigns that were built on strong internal support. Whether you are just beginning to build your business or you are looking for external insight on an established business to improve your marketing effectiveness, S-Market Strategies can provide the experience and proven success that you need.

Presentations and Workshops

S-Market Strategies can provide overview presentations or interactive workshops for executive meetings or conferences that can be the catalyst for starting the process of Winning Your Internal Customers. The presentations are available in one or two hour sessions and the interactive workshops are available as half and full day sessions. The program can also be tailored to your business needs to include on-going consulting and support.

Presentations (1 or 2 Hours)

The presentation provides a strong understanding of why there needs to be a conscience and deliberate effort to market internally. The presentation attendees will learn the benefits, strategies and techniques that can dramatically improve their business effectiveness.

Presentation Outline:

- The Environment
- The Real Service Value
- Do you Marketing Internally
- What's an Internal Customer
- Budgeting and Internal Marketing
- The Benefits
- Key Messages
- Building the Message
- When to Marketing Internally
- Where to Market Internally
- How to Market Internally
- Concentric Rings
- Case Study
- Plans and Tactics
- Close Looping

Workshops (half or full day sessions)

The interactive workshops provide a more in-depth understanding of the rationale, strategies and techniques for internal marketing. The workshop attendees will begin to apply the strategies and techniques to their business structures through pre-class homework and in-class sessions that define current environments, short and long term objectives, strategies and tactics. Attendees will leave the workshop with increased knowledge, but also a plan that they have defined to help their business segment be more effective.

Workshop Outline:

- Pre-Workshop Homework
 - This helps define the current environment, challenges and objectives
- The Environment
 - Discuss current environment
- The Real Service Value
 - Define how service brings value to the corporation
- Do you Marketing Internally
 - Discuss current internal marketing activities
- What's an Internal Customer
 - Define internal customers and their significance
- Budgeting and Internal Marketing
 - Define current budgeting challenges and plan for improvement
- The Benefits
- Key Messages
- Building the Message
 - Define your key messages to the your internal customers
- When to Marketing Internally
 - Define key events
- Where to Market Internally
 - Define key targets
- How to Market Internally
 - Build initial strategic and tactical marketing plans
- Concentric Rings
 - Define implementation strategies
- Close Looping
 - Define how the process will be closed looped to ensure success