

**“Managing the 7P’s skills of services”
Training program
(English Material)**

Course Length: 12 Hours @ 3 days

Target Group(s): Marketers, sales people, customer service personnel, and public relation personnel

Course Objectives

- Providing the frontier base of knowledge in service marketing.
- Understanding the essential elements in success in services.
- Highlighting the roles of the 7Ps (Marketing program) in services.

Training’s approaches:

- Presentation (Power Point slides)
- Open discussions

Training method

The trainer will use the facilitation style “two ways communications“, between the participants & the facilitator, using the technique of what ? – Now what ? – So what ?

Outcomes Sought

- Introducing the current challenges in services marketing practices and the challenges facing their company.
- Increasing the skills in managing the 7P’s for better performance in services.

Training Course Outline

Understanding services:

- Categorizing Service Processes,
- Characteristics of Services, Differences between Goods and Services,
- An expanded marketing mix for services,

- Keys to Success in Service Businesses.

Customers and service interaction:

- Flowcharting customer involvement in service processes,
- Customer involvement in service encounters,
- Types of service encounters,
- Type of risk in services.

Creating Service product:

- The flow of service concept and managerial implication

The marketing communication mix in service marketing

- Distinctive and nature of marketing communications for services,
- Communication service Challenge,
- Designing the communications mix for service,
- Problems area in services communication,
- Strategies used in communication.

Methods or strategies of setting pricing in Service

- Cost base pricing
- Activity based approach (ABC)
- Value based pricing
- Competition - Based pricing

Distributing Services:

- Distribution of core service versus supplementary services,
- Methods of service Delivery,
- The role of intermediaries in services.

Designing and Managing Service Processes:

- Developing a blueprint
- Setting a service Standard
- Fail- Safe methods for service

Planning the Service Environment:

- the purpose of service environment
- importance of physical environment
- Consumer Responses to Service environment
- The impact of ambient conditions

Managing People for Service advantage

- Frontline jobs
- Understanding the Frontline work
- The front line in low-contact Service
- Emotional Labor: the problem and solution
- Human resources Management: how to get it right
- The cycle of Failure/ The cycle of Success in services