



Excellent service marketing

...develop the after sales service to a successful service brand

Successful service marketing is no longer limited to increase publicity but to establish the after sales service as successful brand. Service as a brand is a differentiation and unique selling point and opens additional sales and price policy potentials. If the service of a company has an exclusive image the company can profit of positive effects for the whole range of services and new products. In the seminar you will learn how to establish a service image as reliable partner and get useful implementation tips and tricks with adequate marketing tools.

Contents:

- Active service market cultivation due to targeted marketing/ communication activities
- Basics of marketing planning and successful service branding
- Dealing with relevant marketing tools
- Set-up and maintenance of a service customer database
- Practical examples with numerous tips and tricks for the systematic development of successful service marketing campaigns

Your benefits:

In the seminar you will learn, how to...

- successfully sell your service portfolio via marketing campaigns
- implement internal and external service communication strategies
- develop service marketing tools, e.g. service brochures, flyers, service newsletter, customer magazine, service on the homepage, etc.
- establish your after sales service as an unmistakable brand
- design and implement service social media strategies

Target group:

Service managers, service product managers, marketing and sales responsables

**IMPULS - Learn from the pioneer and market leader in service consulting!
Benefit from our excellent service know-how and experience from over 350 successful
after sales service projects and several thousand training participants.**