



Marketing for Six Sigma

- Business to Business
- Product Marketing
- Marketing for Product Development

Duration:

- Black Belt - 5 Weeks Training
- Green Belt - 3 Weeks Training
- Customized To Meet Customer Needs

Who should Attend:

Marketing staff and product managers responsible for identifying and managing product requirements, product pricing and market launch processes.

Key Topics:

- Voice of the Customer
- Market Segmentation
- Value Analysis
- Strategic Pricing
- QFD for Marketing
- Forecast Demand Planning
- Market Planning, Implementation and Control

Benefits:

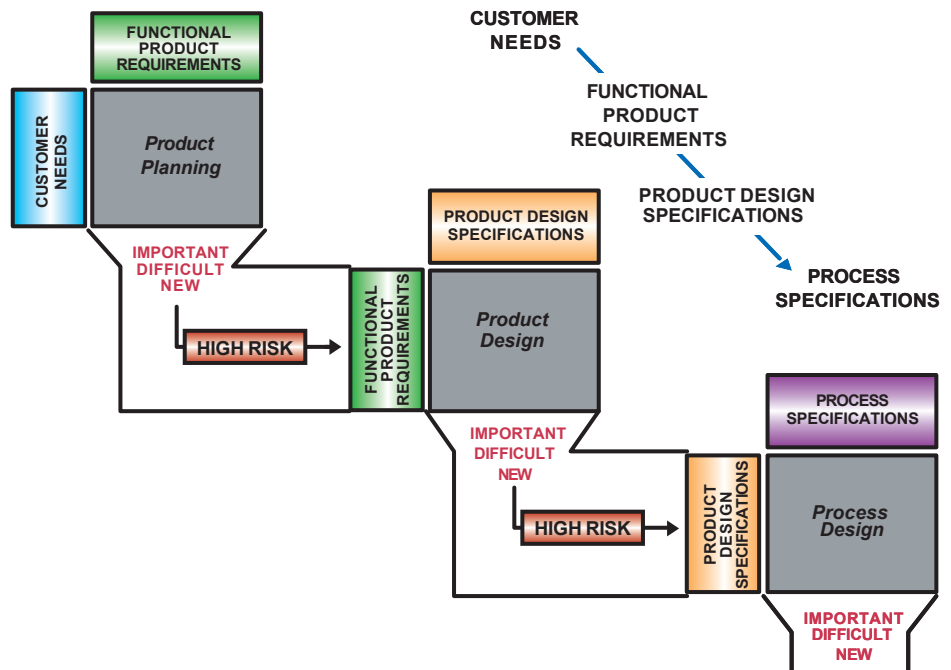
- Increase Market Share
- Improve Market Forecasting
- Identify Key Features and Key Customers
- Drive VOC from Concept through Commercialization
- Establish a Value-Focused Approach to Sales and Marketing
- Deliver Projects with Clear \$\$\$ Benefits to the Company

Six Sigma Targeted at Top Line Growth

The next horizon in your Six Sigma deployment is impacting growth. SBTI's Marketing for Six Sigma will give your marketing staff a clear and concise roadmap for taking a product from concept through product launch and post-launch tracking. This program ensures that your marketing staff have a roadmap and tools to take advantage of key market and customer data. SBTI's program, developed by marketing experts from Fortune 500 companies, will provide a proven roadmap and tools to target opportunities, develop outstanding concepts and communicate the value proposition to the right market at the right price.

The Roadmap to Increased Market Share

Key tools, in sync with a process that delivers systematically identified customer needs, input into advanced value analysis that ensures you've delivered exactly the product your customers didn't even realize they needed. This powerful combination of a targeted roadmap and advanced tools is the next horizon for driving management by data into your business and top line growth. Marketing Black Belts will enable your company to exceed customer expectations through well-targeted and precisely launched products with superior pricing. Building customer loyalty through excellence in every step of your market launch process, your company will achieve new levels of success in your market.



Uniting Development and Marketing for Faster Product Launches

Key phases of the marketing roadmap bring together product and service development staff with those from marketing. Using tools that quantify qualitative data to deliver the features that will delight your customers, your company will experience the power of marketing and development staff working together.