

Marketing Technical Products™

The Program

Marketing Technical Products™ is an intensive two-day program designed to help technical organizations develop marketing programs and strategies for their high-tech customers. In this competitive environment, technical companies must ensure they deliver more relevant messages, establish better relationships, and produce results.

Why This Program

At the end of this workshop, participants in technical organizations will understand the success factors needed for effective technical marketing. Participants will have the skills required to develop marketing strategies and programs that address the unique needs of their *technical customers*.

Research has shown that customer-focused marketing strategies are far more effective than those based on product or technology. This program shows how to develop close customer contacts; how to keep critical product development information flowing from your customers; how to deal with market uncertainties; what qualities make a successful high tech marketer; the critical value of competitive intelligence; and how to develop winning tactics.

This program will make your existing marketing programs more effective by integrating a technical marketing process: customer-based advertising, direct mail, website development, brochures, PR, the product mix, marketing communications, pricing, and channel strategies.

What They Will Learn

Marketing Technical Products™ is a practical, interactive program where participants learn to:

- Design marketing programs for technical products that work!
- Create the close relationships with your key customers needed for success
- Develop marketing materials relevant to your technical customers' needs
- Keep the organization focused on customers' needs
- Avoid common mistakes in technical marketing: 'feature heavy' materials; pricing too low; sending mixed messages; delivering too many messages.
- Understand your customers' purchasing decision process—and how to develop effective, customized-to-the-purchaser marketing materials
- Critique their own marketing materials and be capable of making improvements
- Apply techniques that ensure the marketing materials address actual customer needs
- Recognize when market analysis and competitive intelligence is required
- Effectively differentiate technical products and services based on the customers' technical and business requirements
- Recognize how technical sales forces communicate about their products
- Develop a highly effective relationship between sales and marketing departments.

"This course pushes participants to think in non-scientific terms; which is increasingly important in bringing Biotech into the business mainstream."

Who Benefits

Marketing Technical Products™ is for anyone involved in planning or executing marketing, advertising, or communications programs. In fact, anyone involved in tactical or strategic marketing, or anyone on a team responsible for creating focused marketing materials, sales tools, or advertising programs can benefit.

At the end of this workshop, participants will be able to immediately apply the customer-based knowledge they have acquired.

Program Design

The *Marketing Technical Products™* program is a two-day, on-site, highly interactive program that allows participants to practice and receive feedback on what they've learned. Because technical organizations have varied needs, customization for this program is available. Class size is generally limited to 16 participants.

Other BioPlan Associates™ Management Programs

- *Managing Technical People™--On-Line Program*: This 10-week, fully on-line version of our popular seminar format is offered once per quarter.
- *Advanced Technical Management, Executive Learning*: Customized, executive level program providing behavioral management structure for senior executives.
- *Train-the-Trainer Program*: Supports organization's internal training staff for reinforcing behavioral based learning.
- *Government and Military Programs*: Customized programs where training requires different approach to behavioral based learning.

About BioPlan Associates, Inc.

BioPlan Associates, Inc. has been providing management and performance programs to individuals, organizations, universities, and associations since 1989. BioPlan Associates has pioneered on-line management training programs based on solid, real-world experience, research, and analysis.

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"The materials and format...provided a whole new way to look at what's involved before a company's product is commercialized."

"...A very complete mix of biotech and marketing."

"Personal professionalism...brought real-life, useful knowledge into the classroom...useful approach to science in the business world."