

OVERVIEW

Utgoff Consulting offers half-day training programs designed to strengthen strategic marketing and management with new knowledge, capabilities and perspective. Every program is based on material originally developed to meet the needs of clients and/or presentations to a wide variety of groups including the Women Business Builders Series (Banknorth, Northampton), Springfield Area Council for Excellence, Andrew M. Scibelli Enterprise Center and students at the Isenberg School of Management at UMASS. Each program includes:

- An interactive half-day presentation led by Karen Utgoff with activities and discussion throughout to get attendees involved
- Customization to meet the needs of the company and attendees
- Seminar workbooks, worksheets, and reference materials

TOPICS

Strategic Marketing for Non-Marketers – Marketing is often misunderstood as a business function. This workshop presents an overview of marketing process, tools and techniques for executives, managers and others who could benefit from knowing more about this important business function. It is designed for businesses that want to develop or strengthen a market-orientation throughout the whole organization.

Target Markets in Practice - Identification of a target market(s) is one of the most important and overlooked strategic marketing decisions a business makes. This workshop presents a practical approach to defining and selecting target markets so that they can be used to help marketing tools, techniques, programs, and actions become more effective and efficient.

Creating and Using Market and Competitive Analyses - Market and competitive intelligence is a key element of informed planning and decision-making. This workshop examines a wide variety of tools and techniques for developing this information as well as some methods for using the resulting knowledge in business processes ranging from strategic decisions to tactical implementation.

Bringing High Technology to Market – Commercialization of technology-based products and services poses special challenges to the companies and entrepreneurs that create them. This session gives an overview of the process. A variety of models, tools and techniques are discussed as well as the importance of a market-orientation.

Business Planning as a Management Tool - Get your business plan off the shelf and put it to work as a powerful tool to make your organization more effective. This session will provide an overview of the essential ingredients of planning including, using market-based information to formulate useful plans, measure performance, and close the planning-action-results loop.

FOR MORE
INFORMATION
ABOUT THESE
PROGRAMS
OR OTHER
TOPICS

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