



Sales, Marketing and Customer Service

Market Research and Intelligence

Course Introduction

This training course is designed to equip marketing professionals with the essential tools to enhance sales, optimize marketing investments, and foster customer loyalty. Market research provides real-time insights for tactical decision-making, while market intelligence offers strategic foresight to anticipate future opportunities. This course empowers participants with a comprehensive understanding of both fundamental and advanced market research design and analysis techniques. Delegates will learn how to identify business issues, design research programs, collect data, and interpret results effectively.

Target Audience

Who is this course for, and can benefit the most

- Sales Executives
- Business Development Executives
- Sales / Marketing Managers
- Account Managers / Relationship Managers
- Sales Directors
- Teachers / Trainers
- Leaders
- Students
- Head of Department
- Art Directors
- HR professional
- Career shifters
- Business Owners / Entrepreneurs
- Social Media Specialist
- SEO Specialist
- Customer Service Officers

Learning Objectives

At the end of the training course, participants will be able to

- Understand the significance of market intelligence and its integration with marketing research.
- Obtain the ability to swiftly and accurately interpret nonverbal communication cues from customers.
- Utilize SWOT Analysis to identify potential business development opportunities.
- Analyze prevailing market research trends and adopt best practices.
- Differentiate between various questionnaire design formats based on survey needs.
- Develop a comprehensive marketing research and intelligence strategy to accomplish marketing objectives.

Course Outline

• 01 Day One

Understanding and Implementing Customer-Centric Marketing

- Meeting Customer Expectations: Listening and Responding to Feedback
- Developing Effective Questioning and Listening Skills for Customer Interaction
- Providing and Receiving Constructive Customer Feedback
- Interpreting Nonverbal Communication Gestures from Customers
- Adapting Marketing Strategies to Different Customer "Buying Styles"

• 02 Day Two

Key Elements of Market Research and Intelligence

- Distinguishing Market Research from Market Intelligence
- Exploring Product Lifecycle and the 4 Ps of the Marketing Mix
- Conducting SWOT Analysis for Strategic Marketing
- Strategies for Effective Market Segmentation

- Leveraging Social Media for Marketing Principles
- Implementing Best Practices in Market Research
- **03 Day Three**

Best Practices in Market Intelligence

- Understanding the Benefits and Types of Market Intelligence
- Benchmarking the Competition for Market Insights
- Analyzing Data and Identifying Market Trends
- Utilizing Market Intelligence to Drive Innovation
- **04 Day Four**

Customer-Centric Engagement Marketing Strategy

- Identifying Exceptional Customer Service Providers
- Assessing Internal and External Customer Expectations
- Evaluating Customer Lifetime Value for Business Success
- Designing Customer-Focused Marketing Approaches
- Implementing Customer Service Recovery Techniques
- **05 Day Five**

Translating Market Research into Action

- Creating Action Plans to Improve Marketing Effectiveness
- Setting Marketing Goals for Continuous Improvement
- Implementing Stakeholder Change Management Strategies
- Turning Marketing Research Findings into Practical Actions

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 19, 2025	May 23, 2025	5 days	4950.00 \$	Spain - Madrid

FROM	TO	DURATION	FEES	LOCATION
July 21, 2025	July 25, 2025	5 days	4250.00 \$	UAE - Abu Dhabi
Oct. 27, 2025	Oct. 31, 2025	5 days	4250.00 \$	UAE - Dubai