



**LAGOS  
BUSINESS  
SCHOOL**

PAN-ATLANTIC UNIVERSITY

# CALENDAR OF PROGRAMMES 2019



**AACSB  
ACCREDITED**




**ASSOCIATION  
OF  
AMBA  
ACCREDITED**





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This calendar of programmes contains the details of our open enrolment seminars for the year 2019. While every effort has been made to avoid schedule changes in the compilation of this calendar, it is, however, possible that some alterations may occur during the course of the year.

Besides these titles, new seminars may be added. All changes will be subsequently announced on the LBS website [www.lbs.edu.ng](http://www.lbs.edu.ng) and through our regular mailings and advertisements.

# ABOUT

Lagos Business School (LBS) is the graduate business school of Pan-Atlantic University (formerly Pan-African University). LBS offers academic programmes, executive programmes and short courses (customised to specific company needs, as well as open-enrolment courses) in management education. Its offerings have been ranked among the best in Africa as it systematically strives to improve the practice of management on the continent. The business school's efforts have been recognised by several world-class accreditations and rankings. Besides the quality bar set at world-standards, LBS programmes also stand out because of the emphasis on professional ethics and service to the community.

Education at LBS is comprehensive, drawing on the experiences of a multinational faculty and participants. Learning is participant-centred and uses the case study method and the group work approach. Activities hold on the school's purpose-built facilities whose lecture halls see more than 3,000 participants yearly from indigenous and multinational companies. These attest to the expert teaching, the relevance of the programmes and the overall benefits derived from attending.

LBS has a robust alumni association with more than 6,000 members. This asset base, as well as the close relationship with the corporate world, ensures that the programmes offered, as well as having international standards, also has local relevance.

Learning at LBS is based on a Christian conception of the dignity of man, of society and economic activity. The Prelature of Opus Dei, an institution of the Catholic Church, takes responsibility for guaranteeing that this vision underlies all teaching, publishing and research activities of the School.

LBS is a member of the Association of African Business Schools (AABS), the Global Business School Network (GBSN), the Principles for Responsible Management Education (PRME), AACSB International-The Association to Advance Collegiate Schools of Business and the Graduate Management Admission Council (GMAC), alongside 220 leading graduate business schools worldwide. GMAC is an organisation of leading graduate management schools in the world and the owner of the GMAT exam.

In recognition of the quality of Lagos Business School's programmes and of being structured in line with global best practices, it has received several international accreditations. LBS is the first business school in West, East and Central Africa regions to be accredited by The Association of MBAs (AMBA). This puts LBS amongst the exclusive group of only 2% of business schools in 70 countries to achieve this accreditation. The Association to Advance Collegiate Schools of Business (AACSB) has also accredited LBS, the first institution to be so recognised in all of West Africa. LBS thus joined the league of less than 5% of business schools globally, to be accredited by AACSB in December 2016. This accreditation affirms Lagos Business School's undeniable commitment, over the last 25 years, to world-class standards in teaching, learning, research, academic and professional management.

LBS is listed among the top 50 global business schools on The Economist magazine's 2018 Executive MBA ranking. The school has been ranked every year, since 2007 by the Financial Times of London, amongst the top global providers of open enrolment executive education and in custom executive education since 2015. LBS is the only school in Africa to feature on CEO Magazine's global MBA rankings.

## OUR MISSION

**LBS is a community of people committed to creating and transmitting management and business knowledge based on a Christian conception of the human person and of economic activity relevant to Nigeria and Africa at large. We strive to be a world-class business school which will have a significant impact on the practice of management.**

## REGISTRATION

Prior registration is mandatory to secure a place in the seminars and executive programmes. Registration is also required to receive the joining instructions and other materials that will be sent ahead of programme commencement. You may choose one of these options to register for an open seminar or executive programme:

1. Send an email to us at [execed@lbs.edu.ng](mailto:execed@lbs.edu.ng) indicating the full name(s), email address of the participant, company name (if applicable) and mobile number.
2. Register online at <http://portal.lbs.edu.ng/> or [www.lbs.edu.ng](http://www.lbs.edu.ng)
3. Call the Executive Education Department Tel: 234-1-7740280, 8991449, 7901510  
Mobile: 234-8025014623; 08025014624; 08058097448.
4. Write to the Executive Education Department Lagos Business School, Pan-Atlantic University, Kilometer 22, Lekki-Epe Expressway, Ajah, Lagos or P. O. Box 73688, Victoria Island, Lagos.

## PAYMENT

Fees stated cover tuition, course materials, and meals, and are inclusive of VAT. Bookings are confirmed only with the payment of fees. Payments can be made via cash, cheque or online.

All cheques should be written in favour of Lagos Business School. The School reserves the right to close registration before the start of a programme to maintain effective class sizes.

## CANCELLATION AND REFUND POLICY

If you must cancel your registration for any reason, please notify us by sending an email to [exceedsales@lbs.edu.ng](mailto:exceedsales@lbs.edu.ng) at least five business days before the start date of the programme you wish to attend. You can utilise amounts paid for programmes you were unable to attend for other programmes in the School. Refund of fees paid will be made less a 20 percent administrative charge if a notification is received at least five business days to the date of the seminar. No refunds will be made for no-show situations.

## DISCOUNTS

We offer the following discounts via:

1. Alumni: A 15 percent discount applies to all financial LBS alumni; individuals who have previously completed an executive or academic programme at LBS. Alumni must be up-to-date in their payment of the Association's membership dues to qualify for this discount.
2. Corporate Partner Programme: Discounts across all programmes are available to participating companies.
3. Open Seminar Group Booking: Five or more nominees from a company for a seminar attracts a 10 percent discount per person. Payment must be made for 5 or more nominees for discount to apply.
4. Early Bird: A 10 percent discount applies to individual nominees who pay at least six (6) weeks ahead of the scheduled seminar. Up to four nominees attract a 10 percent discount

## PROGRAMME VENUE

All LBS programmes hold on the School's Campus and at our other centres outside Lagos for our upcountry programmes, except for in-company seminars which may take place at the client's location. The School is located at Kilometer 22, Lekki-Epe Expressway, Ajah, Lagos. We also have our Abuja training centre at CBN International Training Institute, 2, Lasale Crescent, off Shehu Shagari way, Maitama, Abuja and our Port Harcourt centre at 15, Mini Akama Close, Rebi Gardens, GRA 4, by Mopol 19, off Mummy B Road, Port Harcourt, Rivers State.

## ACCOMMODATION

Our programmes are non-residential and the duration ranges from one to five days for seminars and four to six months for executive programmes (which are structured in a modular format where participants are expected to be on campus for one week per module over the period of a programme). Should you require accommodation, a list of hotels is provided on our website and updated periodically.

## CRÈCHE

A well-equipped crèche is available for babies of participants aged between 2 and 12 months. Please make the necessary arrangements in advance by downloading the crèche registration form from our website [www.lbs.edu.ng](http://www.lbs.edu.ng).

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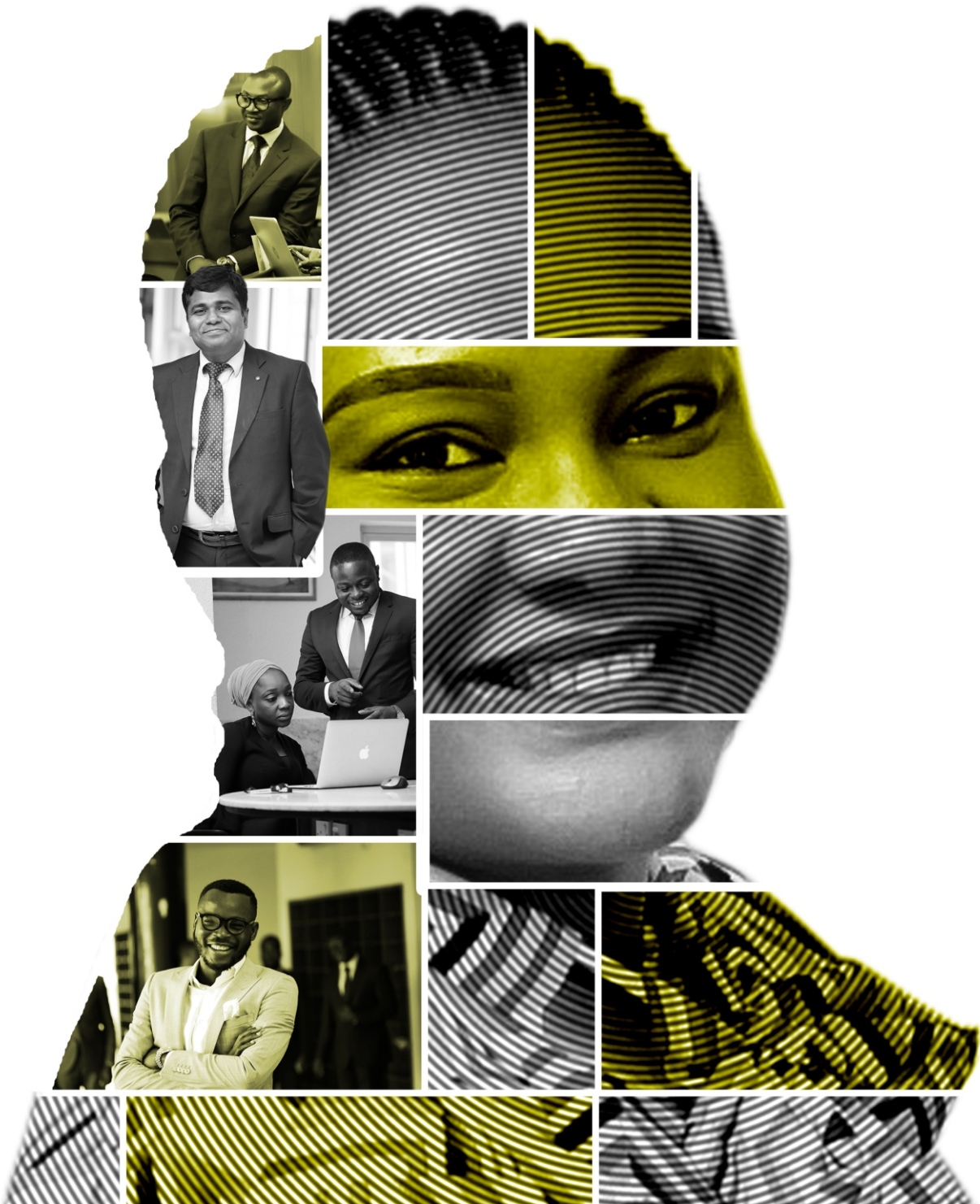
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# SALES & MARKETING





# ANALYTICS FOR BETTER MARKETING DECISIONS

## OVERVIEW

Today's marketing managers are expected to use data to make better marketing decisions from promotion strategy to campaign optimisation and pricing improvements - while relying on a vast array of tools and technologies from providers and agencies with a goal of generating actionable insight. However, navigating these choices can be daunting due to the sheer breadth of available options and a lack of transparency about how insights are generated. This seminar will help participants succeed in today's data-driven culture by providing a foundational skill set that can be used across marketing contexts, data sources and technologies in order to drive better business outcomes.

## PROGRAMME

- The marketing analytics framework
- Framework for pricing marketing strategy
- Managing the customer center organisation and planning tools and techniques
- Forecasting methods, strategies and translating insights into marketing strategy
- Driving organic growth through business innovation
- How to make better decisions and measure ROI
- Methods for predicting prospective customer behavior and managing customer agitation
- Strategies for growing your customer base and managing customer value
- Creating a market-oriented company
- Creating and building business brands

## KEY LEARNING OUTCOMES

- Gain a foundational understanding of analytics to drive business outcomes and marketing ROI
- Master marketing analytics problems that span the customer journey from awareness and consideration to development and retention
- Understand the marketing decision process
- Develop the right marketing mix for each brand or product portfolio
- Learn how to integrate managerial frameworks for segmenting your business market
- Improve B2B marketing strategy analysis skills
- Learn customer value models tailored to your marketplace

2 DAYS

N210,000

LAGOS

APRIL  
16 – 17

## FACULTY

Prof Louis Nzegwu  
Prof Chris Ogbechie  
Reuben Onwubike  
Oliver Nnona



## TARGET AUDIENCE

- Mid-level managers at large and mid-size companies who are responsible for connecting marketing analytic insights and business actions
- Executives and entrepreneurs from organisations tasked with making data-driven marketing decisions across their organisations
- Product management, brand management, sales and strategic professionals





# BUILDING BRANDS; BOOSTING SALES

## OVERVIEW

Guided by senior members of LBS' marketing faculty — experts in business-to-business marketing — you will gain exposure to their leading-edge thinking on successful business practices and explore the fundamentals and best practices of B2B marketing strategy in depth. Highly interactive and focused on practical application, this programme teaches you how to build customer value models that clearly articulate the value of your offerings to your target customers and market segments and focus on better meeting their requirements and preferences. In a collaborative environment with a group of peers, you will analyse your marketing strategies, share experiences and broaden your perspective.

## PROGRAMME

- Intrigue marketing and the tweaking brand sales in the face of stiff market competition
- Sales, sales promotion and the brand effect
- Brand power: meaning and best practices
- Creating new markets through brand segmentation & positioning
- Stretching your brand into new markets
- Building and wrecking a brand
- Branding through social media
- Managing brand imitation and counterfeiting
- Reviving brand sales in the face of fatigue
- Creating sales in new markets: the role segmentation, targeting & positioning
- Can brand repositioning raise sales?

## KEY LEARNING OUTCOMES

- Understand why brands matter so much and how they boost sales and create value
- Appreciate why building a strong brand is such a challenge
- Learn how to craft distinctive brand positioning and then create a brand experience by managing brand touchpoints
- Understand why brand portfolios are important and learn key frameworks for managing them

## TARGET AUDIENCE

- Managers who are responsible for brands and want to refine their skills
- Marketers looking to develop their capabilities in brand building
- Leaders hoping to elevate the role of branding in their organisation

**3 DAYS**

**N255,000**

**LAGOS**

**JULY 30 -  
AUGUST 1**

## FACULTY

Dr Tayo Otubanjo  
Dr Ogechi Adeola  
Chidi Okoro  
Olu Akanmu  
Austin Ufomba  
Adetunji Alli



# DIGITAL MARKETING: STRATEGIES FOR WINNING IN THE DIGITAL AGE

## OVERVIEW

To stay ahead in the digital marketing space, the modern marketer needs to understand key strategies in digital marketing. Meeting the rapid demands of today's world requires an understanding of key trends and processes in the digital age. A multi-channel online strategy is an integral part of the overall strategy of an organisation. This course will provide practical real-world insight into how leading organisations succeed.

We will teach proven techniques and strategies, social media tools and technologies, for the management and measurement of digital success. We will address some key questions: How can your brand sell through digital networks? How can social media help you succeed? How can you manage effectively in today's digital world? How does online marketing strategy integrate with the traditional marketing mix concept of the four Ps (product, place, price and promotion)?

At the end of the three days, participants will be able to develop a framework for implementing a holistic and sustainable digital marketing strategy for winning in today's business world. A sample communication plan document will be reviewed for benchmark purposes.

## PROGRAMME

- Value Creation: Marketing to the digital customer
- Understand the digital business environment
- Assess how the industry will change in the future and create an agenda for leading change
- Devise and implement breakthrough strategies in digital marketing
- Segmenting, customising and targeting messages
- Understanding data analytics
- The digital customer: targeting options
- Social media: best practices and examples
- Solving business challenges with social media
- Online brand attack: recovery strategies
- Product positioning as the foundation for developing the marketing mix
- Standardisation versus customisation: the world of one-to-one marketing
- Revitalising Your Digital Business
- Designing a digital marketing programme
- Assessing the success of your digital programme
- Integrated Marketing Communication
- Marketing communications planning: budget and the media mix
- Positioning the internet as an effective online sales tool
- Hands-on (practical) presentation on Digital Leadership
- Interactive Exercises (digital audits, development of an internal engagement plan, developing digital campaigns, assessing digital campaigns, competitor analysis and benchmarking, developing a risk mitigation plan, developing a service recovery plan to address voice of the customer issues, among others.)
- Scenario creation
- Group/team projects
- Presentations
- Identification of quick wins
- Next step recommendations – putting lessons learnt to practice
- Post-programme assignment

3 DAYS

N255,000

LAGOS

NOVEMBER  
26 - 28

## FACULTY

Dr Ogechi Adeola

Dr Anderson Uvie-Emegbo

Ogbo Awoke Ogbo

## KEY LEARNING OUTCOMES

- Assess your organisation's digital marketing strategy
- Understand social media trends
- Understand competitor strengths and weaknesses
- Use social media to improve marketing, branding and new product development
- Identify shifts in the technology, particularly in the digital age
- Identify areas of improvement
- Design, implement and execute your organisation's integrated marketing communication plan
- Understand digital marketing programme development and implementation

## TARGET AUDIENCE

Mid-level and senior managers in medium-sized businesses and large corporates with sales, marketing or commercial responsibilities. Participants generally have at least three years of work experience in marketing or other fields that serves end-consumers, retailers, and other stakeholders, and:

- Want to understand key trends in the digital business space
- Develop their market strategies to compete in the changing business landscape
- Have the ambition to deliver a superior level of performance
- Are eager to work intensively with other savvy professionals attending the programme

Sample of positions held by recent participants:

- Channel Managers
- Product Managers
- Sales Managers
- Relationship Managers
- Account Managers
- Marketing Managers
- Brand Strategy Managers
- Heads of Brand Management
- Business Development Managers
- Non-Marketing Managers who wish to understand the nature of digital marketing





# CRITICAL TOOLS FOR EFFECTIVE SALES AND MARKETING

## OVERVIEW

**Effective understanding and management of the marketing function is critical to business success. By exploring the critical tools of contemporary marketing management such as managerial orientations in marketing, new developments in the marketing mix, brand cum line extension, key account management strategies and so on, this program equips you to develop your own effective overview and in depth understanding of marketing as a critical tool of business success.**

## PROGRAMME

- Channel & distribution management
- Pricing strategy and tactics
- Managerial orientations in marketing
- The marketing mix
- Brand extension
- Key account management
- Relationship marketing
- Green marketing practices & impact of business goals I
- Intercultural/international marketing
- Ethical issues in marketing
- Selling & sales management
- Understanding your customer
- Branding & communication strategy
- Marketing communications
- Linking customer satisfaction to business profitability
- Integrating marketing into business objectives
- Targeting, segmentation at the top, mid & bottom of the market & positioning
- Product and service strategy
- Green marketing practices & impact of business goals II

## KEY LEARNING OUTCOMES

This comprehensive three-day programme introduces new and old marketing operatives with limited understanding of the marketing function to marketing management. The programme integrates all aspects of marketing that appear disparate into a cohesive function. Additionally, the programme delivers a systems-thinking approach that allows managers to better align marketing efforts with business strategy. Essentially, participants will learn to integrate multiple functions—including sales, marketing, and operations—to best meet the organisation's overall objectives.

Topics include:

- Market targeting, selection, development and growth
- Product development and/or service development
- Marketing communications/brand promotion
- Selling & sales management
- Channel/distribution strategy

**2 DAYS**

**N185,000**

**LAGOS**

**JULY  
15 - 16**

## FACULTY

Dr Tayo Otubanjo  
Dr Uchenna Uzo  
Dr Ogechi Adeola  
Olu Akanmu  
Chidi Okoro  
Austin Ufomba



# OUTSTANDING CUSTOMER RELATIONSHIP MANAGEMENT

## OVERVIEW

Devising and implementing appropriate strategies for customer management and effective communication will result in the creation of value for customers, achievement of a company's strategic goals, and competitive advantage in the marketplace. The course is structured to provide participants with the essential tools for not only achieving breakthrough service, but also laying the foundations of an innovative, dynamic work culture tailored to the exacting needs and demands of the clientele. The focus is on managing customer expectation, delighting the customer, effective relationship management and understanding the barriers to the delivery of outstanding customer service. Participants will learn to deliver effective customer service and result-based marketing efforts serving customers well and also achieving better results from their marketing efforts. The key to sustainable success for any operator in the industry is the quality and consistency of its service, as well as an understanding of the customer. This is the key focus of the seminar

## PROGRAMME

Customer Management: Tools for effective relationship management.

The session will cover:

- Role of effective communication in customer management
- Creating and communicating value
- Best practices around the world
- Making social customer care work
- Managing internal customers

Creating Your Customer Service Strategy: Managing Complaints and Feedback: Best practices worldwide. This session will explore complaint, feedback and knowledge management focusing on best practices worldwide. The session will be divided into the following:

- Identifying Service Gaps – Service Assessment and Service Standardisation
- Handling objections and complaints
- Monitoring of complaints and compliments
- Action guides for solving problems and taking corrective action
- Monitoring customer satisfaction and reputation management in the digital age

## KEY LEARNING OUTCOMES

The programme will strengthen your capacity to:

- Improve your performance on customer service delivery
- Deliver superior customer service leading to customer delight
- Improve team work and synergy within various departments
- Achieve competitive advantage in the market where you operate
- Satisfy internal and external customers
- Become more productive and increase job satisfaction

2 DAYS

N180,000

LAGOS

SEPTEMBER  
9 - 10

## FACULTY

Dr Ogechi Adeola  
Dr Tayo Otubanjo  
Dr Anderson Uvie-Emegbo  
Kate Guobadia

## TARGET AUDIENCE

Individuals from medium-sized businesses, NGOs and large corporates who have customer-facing functions with at least two years' experience in a customer service role, serving end consumers and retailers and desire to:

- To improve customer service
- Inculcate service culture and deliver superior level of performance
- Understand how to delight a customer
- Provide insight into customer behavior
- Create lasting customer satisfaction and return business
- Convert satisfied customers into loyal customers and advocates of the company

Sample of positions held by recent participants:

- Customer service executives
- Customer service supervisors
- Call center operators
- Relationship managers
- Front desk executives
- Tele-marketers





# PRICING STRATEGY AND TACTICS FOR PROFITABILITY

## OVERVIEW

**Managing pricing affects a company's growth and profitability more quickly than any other decision. Most markets know the three Cs of pricing: cost sets the floor, customer willingness to pay sets the ceiling, and competitive prices set the benchmarks. This seminar will help participants use price to achieve strategic objectives, successfully introduce new products to the market, respond to significant price competition, achieve prices that reflect the true value of their products and services. In addition participants will learn to strategically manage pricing to defend or increase their profitability, even in highly competitive markets.**

## PROGRAMME

- Strategic versus tactical pricing framework
- Strategic pricing tools and applications process
- The logic of pricing decisions as part of marketing strategy
- Setting profit maximising prices
- Pricing psychology and how to measure price sensitivity
- Costing and financial analysis
- Managing price competition
- Organisational transformation
- The tactics of pricing: versioning, product line pricing, channel pricing and communication value

## KEY LEARNING OUTCOMES

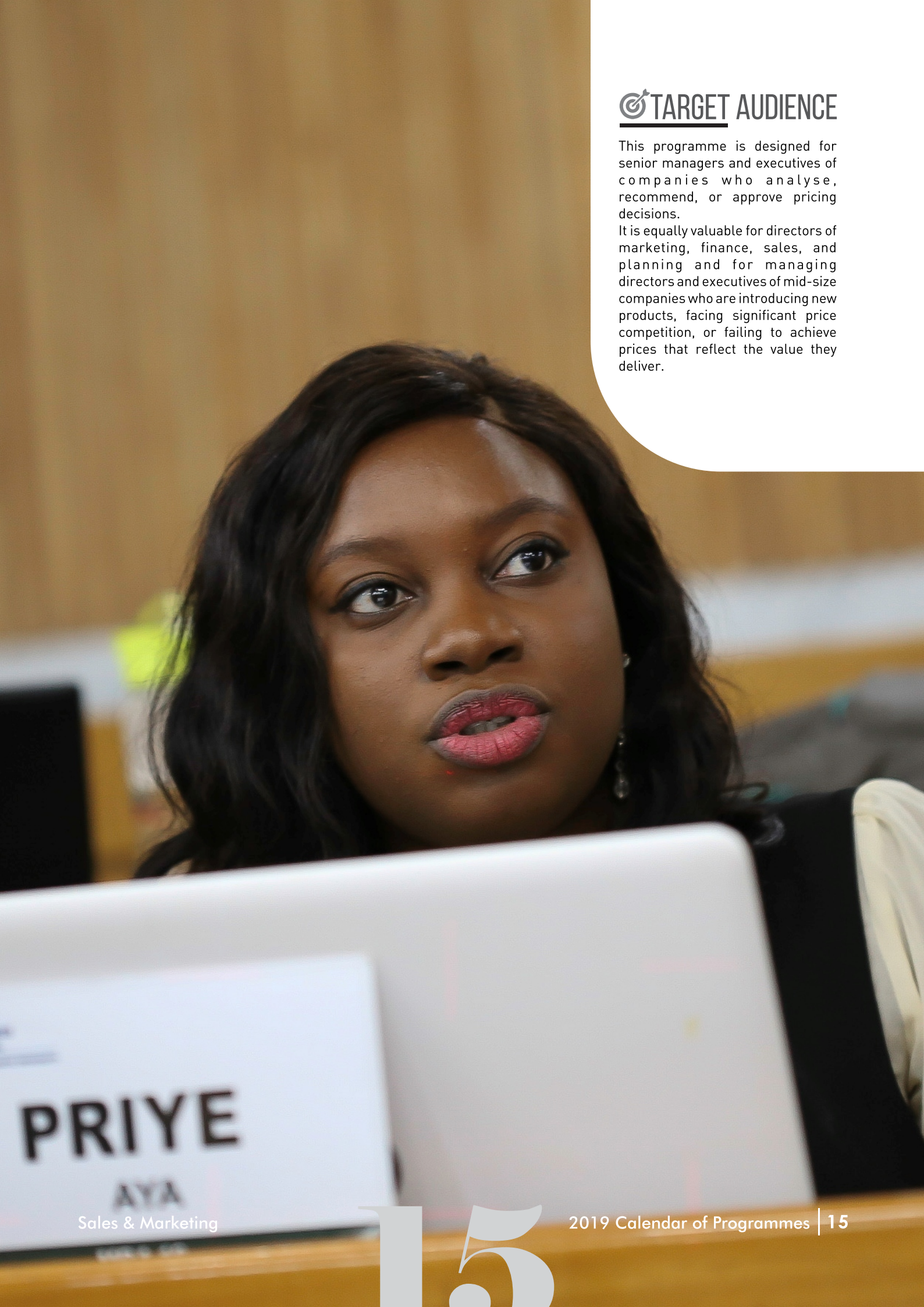
- Change customers' price perceptions to capture more value
- Standardise discounting criteria to enable sales people respond more quickly and consistently with price offers that meet customers' needs.
- Monetise the value of offerings you provide to customers
- Transform pricing policies to position and reposition products
- Combat increasing price pressures and recessionary blows in a down economy
- Evaluate the financial implications of pricing decisions
- Use pricing to strategically guide a business to long-term profitability, rather than to reactively solve short-term problems
- Determine when it is best to compete on price
- Determine which value-added alternatives to price competition are appropriate for your business.

**2 DAYS**  
**N210,000**  
**LAGOS**  
**JULY 2 - 3**

**FACULTY**  
 Prof Louis Nzegwu  
 Dr Uchenna Uzo  
 Uche Attoh







## **TARGET AUDIENCE**

This programme is designed for senior managers and executives of companies who analyse, recommend, or approve pricing decisions.

It is equally valuable for directors of marketing, finance, sales, and planning and for managing directors and executives of mid-size companies who are introducing new products, facing significant price competition, or failing to achieve prices that reflect the value they deliver.

**PRIYE**

AYA

Sales & Marketing

15

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# STRATEGIC KEY ACCOUNT MANAGEMENT

## OVERVIEW

**Key Account Management (KAM) is an innovative approach used by business-to-business suppliers to manage customer relationships; however, it can end up a massive flop if not effectively implemented. This programme is designed to provide a conceptual framework for implementing a strategic KAM to help build and manage relationships.**

## PROGRAMME

- Introduction to Key Account Management fundamentals
- Developing and implementing a Strategic Account Management (SAM) Programme
- Innovation and sustainability of Key Account Programmes
- Strategic accounts: A definition
- Optimising your strategic account sales team
- Selecting and classifying strategic accounts
- Strategic account plans
- Sales opportunity management
- SAM and global accounts
- Relationship development and navigating politics with key officers
- Leveraging marketing to support SAM initiatives
- Applying technology in Strategic Account Management

## KEY LEARNING OUTCOMES

- Increase depth within key accounts
- Develop a strategic perspective on sales and customer relationships
- Optimise strategic account sales team
- Recognise and overcome pressure tactics
- Understand what drives strategic account decisions
- Create and implement an action plan that will increase chances of success
- Improve efficiency and time management
- Develop profitable long term relationships
- Position Account Managers as Strategic Advisors

## TARGET AUDIENCE

Experienced sales people charged with growing their company's largest account, including:

- Key Account Managers
- Customer Relationship Managers
- Sales Executives
- Business Development Managers

**3 DAYS**

**N290,000**

**LAGOS**

**AUGUST  
13 - 15**

## LEAD FACULTY

Prof Louis Nzegwu  
Dr Tayo Otubanjo  
Oliver Nnona  
Stanley Muoneke  
Biyi Oladipo



# STRATEGIC MARKETING MANAGEMENT

## OVERVIEW

**In order to succeed in today's fiercely competitive marketplace, business organisations must deploy marketing strategies that align them with customer needs and differentiate them from competitors. However, without integrated and innovative strategies, managers responsible for marketing functions will struggle or in some cases, fail to create value, achieve set targets and generate growth. This programme explores the principal concepts and tools of contemporary marketing strategy, from market segmentation and brand positioning to customer acquisition and market penetration. As participants examine marketing from a value-creation perspective, they will learn to evaluate competitive advantage and the potentials of the unique goods and services that organisations offer.**

## PROGRAMME

- Current & emerging orientations in marketing
- Brand power
- Strategic issues in marketing
- Market penetration
- Understanding the customer
- Market segmentation & positioning
- Strategic issues in distribution
- Ethical issues in marketing
- Brand strategy & management
- New product development
- Customer retention and acquisition
- Marketing planning & development

## KEY LEARNING OUTCOMES

By participating in classroom presentations, discussions, team problem solving, and in-depth case-study analysis, you will strengthen your capacity to:

- Analyse and understand customer needs and buying behavior
- Understand competitor strengths and weaknesses
- Identify shifts in the technological, regulatory, and cultural context of business
- Partner with collaborators to build go-to-market power
- Understand marketing programme development and implementation
- Comprehend your role in a fully integrated, strategic marketing plan

**3 DAYS**

**N255,000**

**LAGOS**

**SEPTEMBER  
9 - 11**

## FACULTY

Dr Tayo Otubanjo  
Dr Uchenna Uzo  
Dr Ogechi Adeola  
Chidi Okoro

## Guest speakers

- Olu Akanmu
- Austin Ufomba



## TARGET AUDIENCE

Mid-level and senior managers with strategic, marketing or commercial responsibilities. Participants generally have at least 10 years of work experience in marketing or other fields in firms that serve end-consumers, retailers, industrial buyers, governments, NGOs or other stakeholders, and:

- Want to boost their personal and team's contribution to the organisation's business strategy and its results
- Have the ambition to deliver a superior level of performance
- Are eager to work intensively with other like-minded professionals attending the programme

Sample of positions held by recent participants:

- Channel Managers
- Product Manager
- Sales Managers
- Relationship Managers
- Account Managers
- Marketing Managers
- Brand Strategy Managers
- Marketing strategy & planning managers
- Heads of Brand Management
- Trade Marketing Managers
- Business Development Managers
- Heads of Strategic Projects
- Commercial Planning Managers
- Non-marketing Managers who wish to understand the nature of marketing



# MANAGERIAL LEADERSHIP IN SALES AND MARKETING

## OVERVIEW

**Managing and leading the sales force has become a major challenge as Nigeria moves from an allocation economy to a full supply one. In review of the present economic situation, the sales job is a lot more complex and challenging. Changes in buying and selling behaviours will be discussed as they affect changes in the structures of sales organisations. Cases and team exercises will be used to enhance the participant's knowledge.**

**This programme will present a framework to enable participants assess their sales force, tackle issues surrounding sales force effectiveness, develop high impact strategies to accomplish their goals, and enhance their performance.**

## PROGRAMME

- The challenges of sales management in Nigeria
- Leading for results
- Evaluating sales performance
- Leading an effective sales force in a challenging economy
- Measuring and compensating the sales force presentation
- Strategy for price setting in sales and marketing
- Organising and designing the sales force structure
- Strategy for leading an effective sales force – route to market strategy
- Account management dealing with competition
- Use of social media to improve sales
- Social and ethical responsibilities of sales executives
- Managing relationships in a dynamic environment

## KEY LEARNING OUTCOMES

- Use a more accurate tool for judging sales and marketing potential
- Use best sales planning, practices, operations and sales enablement
- Retaining key sales producers
- Use technology and tools for managing productivity
- Develop the right route to sales and market strategy
- Increase team motivation, integration, accountability, and performance
- Measure your company's readiness to implement an effective sales campaign
- Implement an effective sale price strategic
- Use price as an effective selling tool
- Manage with shrinking resources
- Turning regional sales managers into leaders
- Develop a simple and actionable sales strategy during the course
- Set clear standards for sales performance
- Use of social media to influence sales

**3 DAYS**

**N310, 000**

**LAGOS**

**NOVEMBER  
27-29**

## FACULTY

Prof Louis Nzegwu  
Dr Uchenna Uzo  
Dr Tayo Otubanjo  
Uche Attoh  
Andy Inyang

## TARGET AUDIENCE

- Brand managers in FMCGs and services
- Relationship managers, marketing managers and market research managers
- Business development managers
- Product or brand managers
- Regional sales managers
- Customer relationship/Key account managers
- Industry: FMCG, Telecommunications, Banking, Retail



# DEVELOPING RESPONSIBLE LEADERS FOR AFRICA AND THE WORLD

## Reservations/Additional Information

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