



## Senz Brand Growth

**Training to learn the most effective strategies to stay ahead of the competition**

**Trainer:** Karin van Zuilen, founder Senz

**Program Duration:** 2 days

### For whom:

**This training is especially meant for marketing teams, that:**

- Are dealing with difficult market circumstances, but still want to grow
- Struggle to differentiate their brand from others
- Have not reached the potential sales of their brand yet
- Face that price is becoming increasingly important
- Want to stay ahead of the competition
- Are willing to spend time on branding
- Are open to innovation

*Less suitable for:*

*Teams that only focus on execution*

*Companies which are not willing to spend time on branding & innovation*

### Objectives:

**This high level program is addressing how to get ready for the future and build a winning brand strategy.** In the continuously changing environment it is crucial to lead innovation and differentiate yourself from the competition. Rather than having to increase promo budgets, lower prices or size down. **In this training you will learn how to apply the most effective strategies to stand out in the market.** This enables you to ask for premium prices, to grow in a declining market and attract more clients.

### Overview

2-day training covering the newest insights in the field of strategy and branding

### Outline

<b>Day 1</b>	<p><b>1. The secrets of getting into the mind &amp; heart of your client</b></p> <p>You will get access to the newest information how to attract more clients. You will gain a deep understanding of how the decision process works.</p>
	<p><b>2. How to get deep insights in the market dynamics</b></p> <p>Long marketing plans with external, competitive &amp; PEST analysis are not necessary anymore. You learn a very efficient way to get THE insights to help you understand how you can create added value</p>
	<p><b>3. New (and proven) magic to differentiate yourself</b></p> <p>You will learn the most effective method to differentiate yourself from the competition. This is the way to escape from the fight about who is better or cheaper.</p>

<b>Day 2</b>	<p><b>4. How you can grab the attention of your clients</b></p> <p>After this module, you will know how to communicate with potential clients to get their YES. You can use this during presentations, sales talks, on your website and in your pitches. You will exactly know who is most likely to buy your products (and why).</p>
	<p><b>5. Create the winning marketing mix</b></p> <p>Many marketers create brochures, visit congresses, talk with clients and prepare promotions, which do not lead to a gain of market share. Here you learn what you need to do to become a leading player.</p>
	<p><b>6. The best brain-tips to attract clients</b></p> <p>Although we think that decisions are being taken by our rational brain, this is not true. Research shows that 95% of our decisions are actually driven by our subconscious mind. You will learn the best proven ways to add an extra 95% to your influential power.</p>

### Methodology:

This program is unique in Asia. It does not include theories from old-school management books or execution based marketing tools, but will focus on the most effective new strategies. It is highly practical, so you can implement the strategies, as soon as you have finished the training. During the training, you will practice with your own brands. We have chosen for the in-house training format, because this helps you gain all revenues. Your team will be able to practice with their own brands, they will be able to support each other after the training and I can give your business all focus it deserves.

### Trainer: Karin van Zuilen

Karin, the founder of Senz, is Dutch and lives and works in Malaysia for 4 years. By training, she is a pharmacist, marketer, certified systemic & leadership coach, certified trainer core quadrants and a holistic health coach. Karin is a leadership & innovation trainer and consultant since 7 years. Previously, she worked for Japanese and German multinationals.

Interest in people, drive, entrepreneurship and innovation are typical for her. She knows what it takes to become a global market leader. The combination of global executive marketing experience in the life science industry, deep knowledge of leadership, innovation, psychology and strategy have a high added value for her clients.

<https://www.linkedin.com/in/karinvanzuilen/>



### Terms & Conditions

**Date:** to be agreed

**A team consists of max. 12 people**

**Location:** you can choose the location

**Your investment for 2 days** will be: 19.970 RM (ex GST) for a team (in Europe this workshop costs 11.500 RM per pax)

This excludes accommodation cost, but includes all materials

### Your Bonus: 1 Month Implementation Support

During this month, you will have the opportunity to ask your individual questions by mail.

You will get my personal reaction, within 1 working day.

## Testimonials

*Jeffrey Berkouwer*  
*Manager Capital Markets*  
*Momentum Capital – Private Equity Investors*  
*The Netherlands*



### **We had our best year ever**

We wanted to further enlarge our network of wealthy individuals in the Dutch market.

Neither sending mailings nor networking lead to the wished results. As result of Karin's Client-Attraction training, we changed our strategy and focused on our mission and unique investment approach. This helped us attract far more clients.

*Artur Zapart*  
*Sales & Marketing Director*  
*Astellas Pharma*  
*Poland*



### **Karin helped us create the leading brand in the urology market in Poland**

We cooperated on the Omnic launch project in Poland, a new market with new competitors. Karin lead many marketing-workshops: very clear vision of the problem, inspirational, excellent structure, interactive & challenging assignments and tangible output. She is a very open person with a high level of analytical and leadership skills.

## Frequently Asked Questions

- 1. Will this information indeed be implemented?** Of course this depends on you in the end. However, as compared to other trainings, this one is highly practical. The focus will be only on your team and your brand. Further, you will already implement some of the learning during the training. You can use the knowledge every day, every time, everywhere: during contacts with clients, while writing a brochure and in a sales pitch. So, yes, it is very likely that you will benefit of this course.
- 2. Is this all possible in 2 days?** I gave hundreds of strategy & marketing workshops all over the world, to general managers, marketing directors and product managers. Since I have this experience, I am able to share this information with you in a very condensed form. You do not need to make things more difficult than they are. Experience learns that when you are focused, new things can be digested quickly. So, yes, this is possible in 2 days.
- 3. Can't we better spend our time on operational issues?**  
This is what you have done so far. The reason that you are considering this training, is probably that you do not get the results you want or even want to get better. If you want to keep all like it currently is, you should not invest in this training. If you want more clients, if you want to stay ahead of the competition and if you want to differentiate yourself... then you better spend 2 days to make your team ready for this.

**Are you interested in this program?** Call +60162372042 or e-mail [info@senz.biz](mailto:info@senz.biz)