

# Make a difference with your S.A.V.E. strategy

## 6 Training days

### From Product to Solution: Make your organization evolve DAY 1: Thursday 1 February 2024



Professors :  
Cédric Cauderlier

#### Module objective and content

This new module, rapidly evolving environment, it is not sufficient to produce standardized products for an entire group of customers anymore. Nowadays, consumers are not looking for normalized products but are in a constant quest to find solutions to the daily problems they face. Consumers are more and more demanding and ask for personalized solutions to their daily issues. Across the entire customer journey, marketers need to understand the different needs and habits of their customers and non-customers. What are their consumption habits? What are the problems they face in their day-to-day life? Businesses need to rethink their entire business models and develop their offerings by the needs they meet, rather than their product features. Modern marketers should find a way to solve their consumers' problems. In this module, participants will learn how to act to serve their customers and build solutions adapted to their different consumer segments.

#### Teaching method

The format is based on interactive and active learning. Participants will have the opportunity to interact and participate to fun and collective exercises that will help them in designing an optimal solution for their clients.

#### Your professor

**Cédric Cauderlier** is active in the digital industry since early 2000. Graduated from the Harvard Business School in digital strategy, he will share his expertise with the students. With a strong background as head of digital at Danone group, he is now lead digital strategist @ Mountainview agency helping companies integrate a digital mindset.

#### Topics covered

- > The evolution of marketing from product to solution
- > The transformation of consumer habits and expectations
- > Understanding the new consumers across the entire customer journey (how to offer an optimal solution at each stage?)
- > Design thinking (AGILE vs waterfall)
- > Value (co-)creation



*"Thanks to this programme, I've developed important strategic skills directly applicable in my day-to-day job. Very practical courses taught by teachers with rich and concrete marketing experience helped me to reach the next step in my career!"*

**Alexis Mossay**

Digital Marketeer at Eloy Water

# From Product to Solution: An immersion day in the CX using Design Thinking

**Day 2: Tuesday 6 February 2024**



Professors :  
**Cédric Cauderlier**

## Module objective and content

During this module, you will experience practical digital Service Design. More concretely, you will use Design Thinking to delve into the hearts and minds of your target audience and ideate and prototype a new digital.

### Topics covered

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#### • PRINCIPLES OF DESIGN THINKING

A strategic process with a focus on human behavior that uses tools from the design world.

##### > HUMAN CENTERED DESIGN

- Desirability: What do people desire?
- Viability: What can be financially viable and scalable?
- Feasibility: What is technically and organizationally feasible?

##### > DIVERGENCE AND CONVERGENCE

- « Double Diamond » approach
- Trust the « Messy Process »

#### • STEPS & PROCESS

##### > INTRODUCTION

Introduction to the challenge, describing the why, what, how.

##### > INSPIRATION

Lighting Demo's of best practices and great ideas that solve similar problems.

##### > IDEATION

- Sketching a concept, illustrate the idea.
- Vote for the best concept.

##### > FINALISATION

- Define the user test flow, the sequence of all important steps.

## What does the Covid crisis teach us about Design Thinking?

That the need for design of new digital services has never been so great. There are more and more opportunities in the market in this field: so here is a great opportunity to open up yourself to these methods.

## Teaching method

You will be immersed into the world of a Customer Experience. During this one-day module, you will learn how to run a 1-day Design Sprint that solve complex problems with a user centric approach.

A design sprint is a straightforward a highly effective method used for innovation and for optimizing common digital user experiences, no matter the size or scope

## KEY BENEFITS

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- Understand the evolution of consumer habits in a digital world
- Methodology to identify strategic insights for your business and communication
- How to sort insights and define key project to setup for your communication
- A practical approach to setup ambitious digital and marketing projects

# From Place to **A**cces: How to successfully convert your (potential) customers into buyers?

**Day 3 and 4: Tuesday 16 and Thursday 18 March 2024**



Professor :  
**Virginie Bruneau**

## Module objective and content

With the digitalization and the global pandemic caused by COVID-19, consumers' purchasing habits have evolved and marketers need to rethink their distribution strategies. Many brands with no online presence were forced to build a digital retailing strategy to survive. The digitalization of retail has accelerated.

## Day 1: Omni-channel strategies

Consumers are now, more than ever, "Omni-channel" in their outlook and behaviour – they use both online and offline channels for shopping. Across their purchasing journey, consumers are in touch with many different channels and communication forms, both online and offline. Managers need to provide a seamless experience across all channels to attract and retain consumers. Physical retail will never go back to how it was before. Retailers must rethink their stores and offer the most possible value across all channels and touchpoints. Performance through all channels needs to be optimized.

## Day 2: E-commerce, IT & Marketing

E-commerce is growing impressively. Retailers and brands have no other choice than selling online through their own website or marketplaces. To be successful online, it is decisive to have a performant e-commerce strategy. Brands and retailers should build a website that maximizes customer experience and make sure they are relevant enough in their choices with marketplaces. To reach out to modern customers, traditional websites are no longer sufficient. New technologies are used to provide customers with great experiences. IT is required to succeed with actual marketing strategies.

## Teaching method

The format is based on active learning. In order to put the theory into practice, managerial experts will be invited. Moreover, students will have the opportunity to develop their own omni-channel & e-commerce strategy and be coached on their project.

## Your professor

**Virginie Bruneau** has previously worked as a product manager at L'Oréal Belgilux and holds a PhD in Economics and Management Sciences from the Université catholique de Louvain. She is currently a full-time professor at the Solvay Brussels School of Economics and Management. Her main research interests include relationship marketing, customer loyalty and customer engagement. She has published academic papers in international journals such as the Journal of Business Research and has presented her research at international conferences including the Academy of Marketing Sciences Word Congress, the European Marketing Academy annual conference and the annual congress of the Association Française de Marketing.

## KEY BENEFITS

- Understand e-commerce and the different (distribution) channels
- Understand shopper behavior across channels
- Know how to build a successful e-commerce strategy
- Know how to build a seamless experience to their customers by developing an effective Omni-channel strategy and using new technologies.

# Value: focus on your value tag instead of price tag

Day 5 and 6: Monday 15 and Tuesday 16 April 2024



Professor :  
Sandra Rothenberger

## Module objective and content

"Price is what you pay. Value is what you get" (Warren Buffet)

But how do you set the right price in Marketing 4.0? By stating the benefits relative to the price (value tag) rather than placing the emphasis on the link between price and production costs, profit margins or price of the competition (price tag). Therefore understanding the value pricing thermometer is key: how to increase your target customer's willingness to pay by optimizing your margin without losing market share. This module gives you a clear vision and approach of how to monetize value. You will learn how to apply and implement your pricing strategy in the "S.A.V.E.D." strategy and in the context of "value". S.A.V.E.D. is the centerpiece of a new solution-price-sale strategy in Marketing 4.0.

## Teaching method

The course is built on action learning methods. Besides **reading assignments**, the course is based on **case studies** illustrating the complexities of real pricing issues and invites students to apply their ideas in practical problem solving, as well as attending lectures by **guest speakers**.

## Your professor

**Dr. Sandra Rothenberger** has been actively engaged in the scientific and academic fields since 2001. With a focus on Strategic Marketing, specifically Strategic Pricing and Consumer Behavior, she has built an extensive international research network and teaching background. Currently, she chairs the research unit of Strategy, Governance, Marketing, and Innovation at the Solvay Brussels School of Economics & Management. Alongside her academic work, she brings valuable business and industry experience, consulting for small and medium-sized companies and serving on supervisory boards of European multinational corporations. Dr. Rothenberger emphasizes the integration of theory and practice, collaborating closely with practitioners to enhance her research and teaching approach.

Guest Speakers: PricingPact Laurent-David Hostyn (CEO) is going to highlight you on: "Improve your revenue and profitability with better pricing. It's time to stop playing guessing games. Gain the visibility to make the right price changes."

## Topics covered

### DAY 1

Rethinking (not re-inventing) the fundamentals of Marketing, and Pricing Strategy in particular (pricing concepts): we will first set the stage for pricing, look at the different perspectives and approaches in pricing, will do an analysis of the pricing process and understand the importance of value in price. Is the pricing process one of your core competencies?

### DAY 2

How to price the product around the price and how to price the price around the product (pricing tool box): next to existing pricing strategies and tactics there is a plethora of other core innovative pricing strategies and tactics. We will discuss and reflect on them in order to understand that pricing innovation can become your next competitive alternative!

## KEY BENEFITS

- Think strategically about pricing through Case Study approach
- Being able to capture, (co-)create and sustain customer value in a pricing context
- Use key frameworks and tools to analyze situations and make decisions
- Understand how to develop and execute "outside the box" pricing strategies.

## Intoduction at «Make a difference with your S.A.V.E.strategy»

- S(olution): solve your consumers' problems and define your offerings by the needs they meet, rather than their features. Look at a digital agency from the inside and learn how to use design thinking to create your solution (Day 1 and 2).
- A(ccess): get in contact your customers at every touchpoint and develop your own omnichannel strategy (Day 3 and 4).
- V(alue): learn how to set the right price in Marketing 4.0 by focusing on value-based pricing (Day 5 and 6).



### PRICE

3.000€ ex. VAT for the 6 training days (catering incl.)



### DATES

Thursday 1 and Tuesday 6 February

Thursday 16 and Tuesday 18 March

Monday 15 and Thursday 16 April



### PLACE

Building Solvay Brussels School, 42 avenue Franklin Roosevelt  
at 1050 Brussels



### TYPICAL DAY

8:30 a.m.: welcome with coffee

9:00 a.m.: course

10:30/11:00 a.m.: coffee break

12:30 p.m.: lunch

1:30 p.m.: course

3:00 p.m.: coffee break

3:30 p.m.: course

5:30 p.m.: end of the day

## INFORMATIONS

**THIERRY ANTOINE, Program Coordinator**

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Registration: <https://bmma.be/executive-education-2/>