

## Seminars with MarketingStat. Move to the Next Level of Business Analysis!

MarketingStat provides **tools** and **knowledge** that foster strategic thinking in the minds of business analysts and strategic decision-makers.

Read more about our seminars on the back of this leaflet.

*8 Topics  
+20 Seminars  
120 Hours of Practical  
Business Knowledge!*



### Our Seminars. A Wealth of Business Knowledge!

MarketingStat seminars aim at transferring analytical know-how. Thanks to **MM4XL**® software we do not simply tell you **what** should be done, we rather show you **how** to do things, and we also give you a great **toolbox** for doing what you have learned.

This toolbox is called MM4XL software. Perhaps the most sophisticated collection of diagnostic tools for business people. Read more about MM4XL at [www.MarketingStat.com](http://www.MarketingStat.com).

### General Rules for Seminars

- Program length: 1-5 days.
- Held at client premises: 5 participants or more.
- Material supplied: MM4XL 90-day trial version, handouts.
- Optional material: Client's data for case examples.
- Facilities required: Meeting room, beamer or slide projector, writing board.

*Each Seminar Topic  
Has 2 to 3 Levels  
of Depth!*

### Contact Us today!

We can help your company turn junior analysts and managers into senior professionals striving for success!



**This is the list of seminars that we offer at client premises.**  
**Contact [info@marketingstat.com](mailto:info@marketingstat.com)**  
**or call +41 (0)61 401 6055**



## Strategic Market Mapping



Seminars on mapping are for strategic minded people aware of the importance of effective brand positioning. We show how to make markets visible on a map, how to identify and attack direct competitors, and how to defend profitable positions.

Levels: 2, Introductory, Advanced.  
Main tool: Brand Mapping.  
Participants: Staff, Managers, Directors.

## Scenario Modeling Techniques

We show how to frame risky and expensive decisions with scenario models (simulated with the Monte Carlo technique) and how to select the best option (using decision trees). At the end of this training you will know a lot about framing and choosing risky decisions, for instance, when launching a new product, when projecting for the long-term, and more.



Levels: 2, Introductory, Advanced.  
Main tools: Risk Analyst, Decision Tree.  
Participants: Staff, Managers, Directors.

## Business Data Segmentation

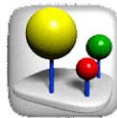


These seminars shed light on the many ways segmentation applies to business issues. You learn what segmentation method is appropriate when, and you learn how to apply the techniques in-house, using MM4XL software, saving on expensive consultants.

Levels: 2, Introductory, Advanced.  
Main tools: Cluster Analysis, Segmentation Tree, Brand Mapping, Gravity Analysis, Bubble Charts.  
Participants: Staff, Managers.

## Charting Business Data

These seminars show how to make charts in MS Excel®, how to improve them with MM4XL software (for instance adding item labels to bubble charts or re-sizing quadrants), and how to draw new and useful charts and maps not available in Excel. Everything meant to be used by business people.



Levels: 2, Introductory, Advanced.  
Main tools: Excel Chart Wizard, MM4XL Charts & Maps.  
Participants: Staff, Managers.

## Ad hoc Seminars



Your need is not covered in this list? Let us know. We can tailor training sessions to your needs and wishes. For ad hoc solutions write to [info@marketingstat.com](mailto:info@marketingstat.com) or call +41 (0)61 401 6055.



MarketingStat GmbH

## Product Portfolio Analysis



This is a complete review of product portfolio analysis. We show how to apply both BCG and McKinsey grids in order to draw a comprehensive overview of the businesses a company deals with, of the competitive performance of single products, and of products able to deliver incremental growth.

Levels: 3, Introductory, Advanced, Executive.  
Main tools: BCG and McKinsey Product Portfolio Analysis, Benchmark Map.  
Participants: Staff, Managers, Directors.

## Survey Planning and Analysis

Attend these seminars if you want to learn how to plan and produce highly professional survey studies that contain reliable findings and help save money. We show how to define the *right* sample size, tabulate data, test significance and variation, and how to extract actionable knowledge from numbers.



Levels: 3, Introductory, Advanced, Executive.  
Main tools: Sample Manager, CrossTab, Proportion Analyst, Variation Analyst, Descriptive Analyst.  
Participants: Staff, Managers, Directors.

## Short-Term Forecasting & Trend Analysis



Business people making projections from time series data will appreciate this comprehensive overview of forecasting methods, accuracy of fit measurement, treatment of special events, and selection of optimal unknown variables. On top of this, we also review principles of statistical quality control.

Levels: 2, Introductory, Advanced.  
Main tools: Forecast Manager (14 methods), Quality Analyst.  
Participants: Staff, Managers.

## Introduction to Marketing Manager for Excel, MM4XL Software

This module introduces the multifaceted capabilities of MM4XL software, a powerful toolbox for extracting knowledge from business data and for increasing the know-how of business people.

Levels: 2, Introductory 1, Introductory 2.  
Main tools: MM4XL Software.  
Participants: Staff, Managers, Directors.



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