

Powering Through the Downturn:
Increase Your Market Share and Profitability with
Six Sigma Marketing

The economy has pinched your company's resources, requiring you to *cut costs* wherever possible while maintaining your capacity to *create and deliver value* to your targeted market segments. But how do you ensure that your cost cutting initiatives are actually cutting the right costs, and not having a negative impact on your business performance? How do you identify and prioritize opportunities for improvements that will *bring in new customers* while *increasing the loyalty of the ones you already have*? How can you be sure that your improvement initiatives are even being targeted toward the market segments that are *most critical to your future growth*?

This one-day workshop will provide the tools to address each of these questions and more. Learn how other companies are using the tools of **Six Sigma Marketing** to *reduce their cost of operations* while simultaneously *increasing market share*. This workshop will enable you to use your current Voice of the Customer (VOC) information to drive process, people, or product and service improvements that will create and deliver superior value to your most important customers, leading to significant market share gains and improved profitability.

Presenters:

Sharon Gregory	Hexagon Solutions and Beyond
Reg Goeke	Market Value Solutions
Michael Couch	Michael Couch and Associates

Who Should Attend:

Executives in charge of Continuous Improvement
Six Sigma Champions and Sponsors
Marketing Managers
Market Research Managers
Executives in charge of Change Management



For more information about the Six Sigma Marketing workshop, [click here](#)