


LINKS

Final Presentation



Learning Objectives

- Relate competitive marketing strategy and tactics principles to a dynamic marketplace
 - Identify major learning take-aways associated with LINKS
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Presentation Overview

This presentation is about a strategic challenge facing your LINKS firm.

Choose an important strategic challenge.



“Strategic Challenge”?

- ❖ Some examples of strategic challenges include (in all cases, to improve long-run profitability):
 - strategy selection (how to compete [price, product, service strategies and tactics]?)
 - market selection (which markets [regions and channels]?)
 - product line management (how to manage a line of inter-related services?)
 - crafting the “go-to-market” marketing program
 - improving marketing decision-making via IT/RS/MR integration
 - coordination of operations and marketing programs
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Potential Presentation Coverage (Choose “Some”)

- Marketing Mix Allocation
 - Marketing Positioning
 - Marketing Spending
 - Price
 - Service Design (Product Configuration)
 - Service Line Management
 - Promotional Program
 - R&D Spending
 - Research Study Strategy and Tactics
 - CSR Salary
 - Sales Forecasting
 - Service Management Strategy and Tactics
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Final Presentation: Focus (1)

1. Identify a strategic challenge.
 2. Generate viable competing solution alternatives.
 3. Analyze these viable solution alternatives (via charts, tables, graphs, spreadsheets, etc.) exploring strengths, weaknesses, risks, costs, and benefits.
 4. Resolve this strategic challenge (recommendation).
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Final Presentation: Focus (2)

- A “strategic challenge” could be about the **recent past** (how you’ve resolved it, with what actual short-term and expected long-term results) or about the **future** (how you plan to resolve it and what future results are expected).
 - Think of these “strategic challenges” as mini-cases (about your LINKS firm).
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Final Presentation Format: Issues and Suggestions

Presentation Details

- Don’t rehash basic industry details and background; your audience isn’t “novice”
- Two or three presenters, not everyone, in a 10-12 minute presentation
- Lead a short post-presentation Q&A session

Fact-Based Presentation

- Show data to support your analysis
- Use charts/graphs for analysis support

Learning Take-Aways

- ✓ Conclude with 3-5 major learning take-aways from participating in LINKS
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Final Presentation Format: Specific Suggestions

- **Firm “Organization Chart”**
 - **Products/Regions/Channels Overview**
 - **Firm-Wide Performance**
 - **Strategic Challenge**
 - The Nature of This Strategic Challenge
 - Alternative Viable Resolution Approaches
 - Analysis of Viable Resolution Approaches
 - Recommended Resolution (and Why)
 - **Learning Take-Aways**
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Strategic Challenge Presentation Details

- What is this strategic challenge?
 - Why is this an important strategic challenge now?
 - What’s your goal with regard to this strategic challenge?
 - What are some viable alternatives for resolving this strategic challenge?
 - What are the strengths, weaknesses, pluses, minuses, benefits, and/or costs associated with this strategic challenge? (Fact-based analysis is “ideal” here. Show charts/tables/graphs/etc. to support your analysis.)
 - What should we do now and why?
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Sample Strategic Challenge: Presentation Format (One PPT Slide Per Bullet-Point)

- **Background**
 - Firm is profitable; each product is profitable; 21% overall industry market share.
 - SQ is high, uniformly so, across all product, channels, and regions.
 - But, CSR utilization is low ... with lots of costly slack.
- **Strategic Challenge**
 - Reduce overall service cost while maintaining service quality?
- **Viable Alternatives**
 - Outsource service at a high level.
 - Reduce CSR salary.
 - Optimize CSR time allocation.
- **Evaluation of Alternatives**
 - Service outsourcing economics and service quality limitations with outsourcing.
 - CSR salary reduction: financial, CSR turnover, and SQ targets.
 - CSR time allocation economics, slack time management, and staffing levels.
- **Recommendation**
 - Preferred approach, cost savings, and revised SQ targets; risks/contingencies in embracing this approach.

Milestone - Storyboard Your Presentation First





Some LINKS Debriefing Questions

Decision Making

- In retrospect, what were your best and worst decisions?
- How successful were you (as a team) in setting priorities? How could you have improved your priority setting ability?
- What would you do differently if you had it to do again?
- How helpful/important was marketing research to you?
- Was your group organized in the best possible way to function effectively?
- How did your group make the trade-offs between short- and long-run performance? Which was more important? Why?

Strategies and Tactics

7. How did you choose your strategies and tactics, by chance or by design?
8. Did the various markets respond the same to all marketing decision variables?
9. Did you worry more about volume (market shares) or profitability performance? Why?

Marketing Support Spending

10. Did marketing support spending matter? How much? Which kinds of marketing support spending were “best”?

11. What were your marketing support spending strategies? How much marketing support spending was “enough”?

Competitive Analysis

12. Why were “they” successful?
13. What did you learn by analyzing/studying “them”?
14. Why did “they” do the things “they” did?

General/Miscellaneous

15. What are you taking away from this LINKS simulation exercise?