



Seeking To Increase Your Sphere of Business Influence

MKTinsite COURSE OFFERINGS

MktInsite's mission is to offer learnings that can be taken back to work to handle real world situations. We have programs for businesses including IT outsourcing firms and market research firms, non-profits, colleges/universities and individuals. The programs fit well into the course offerings of both business entities and academic institutions.

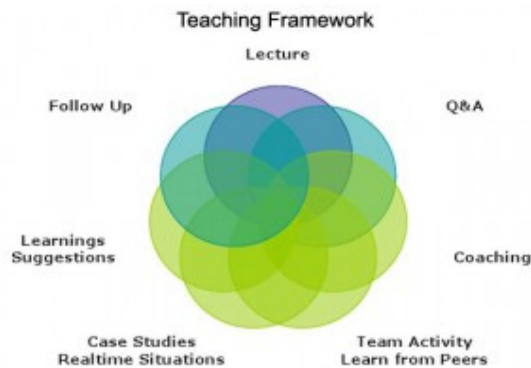
- Business Programs
- Executive Education-leadership topics
- Corporate Leadership Programs
- Personal and Professional development

MKTINSITE FOCUS AREAS

Courses are offered in 3 Focus Areas. Course descriptions provided in Pages 2 and 3 of this document.



MKTINSITE TEACHING FRAMEWORK ©



MKTINSITE VENUE

The Online [*Virtual Classroom - Distance Learning*] courses are very popular among corporate clients. The length of course is adjusted to audience needs.





MARKETING COURSES

MARKETING INTELLIGENCE AND INSIGHTS

TITLE: Marketing Intelligence and Insights

COURSE #: M1

DURATION: 2 Days (*Duration can be customized to client's needs*)

<http://www.mktinsite.com/marketing-training/business-intelligence/>

Consulting Magazine cites an IBM study that found that 80% of business leaders say they've made decisions with incomplete or unreliable data. Why? Because they don't have time to wade through all the business intelligence research or do not understand what it says or how to use it.

Influencing decision-making is the key to success in Market Research. Most research lines the shelves of executives - great to know but don't know how to act on information.

FINDING THE BALANCE BETWEEN RELEVANCY AND INFORMATION OVERLOAD

Research does not come in a neat package - information flows like flood waters from primary research, secondary research, competitive intelligence, sales and other sources. Decision-makers are most likely to be forced into key decisions based on fragmented data or information, and not from intelligence and insights. In this course, participants will learn the basics of MKTinsite's Dynamic Decision-Making model and understand how "shallow" decisions based on limited market information can affect the power of decisions.

WHO IS IT FOR?

The course is valuable for market research professionals, planners, business decision-makers

MARKETING 101

TITLE: Marketing 101

COURSE #: M2

DURATION: 1 Day (*Duration can be customized to client's needs*)

<http://www.mktinsite.com/marketing-training/marketing-101/>

A foundational understanding of marketing is important for technical professionals. Many opportunities to expand the field of influence, client relations and career possibility are left untouched without an understanding of marketing. This training expands the horizons of participants in many ways:

- Defining marketing
- 5-P's of marketing
- Differences between customer/consumer
- Reality of perception, communication, listening; responding skills
- Basics of a Marketing Plan

A complete course on developing a Strategic Marketing Plan is available, upon request.

WHO IS IT FOR?

This class is ideal for technical staff that often executes sales/marketing projects, but do not have a fundamental understanding of how these projects are critical to the success of the organization.



LEADERSHIP COURSES

GIVE DYNAMIC PRESENTATIONS

TITLE: Dynamic Presentations

COURSE #: L1

DURATION: 1 Day (*Duration can be customized to client's needs*)

Business presentations do not have to be boring. With the right presentation skills training, even the most data intensive subject matter can be made attractive and captivate the imagination of your audience. Think about how dynamic presenters like Apple CEO Steve Jobs or former Vice President Al Gore (“An Inconvenient Truth”) deliver passionate and inspiring messages.

Furthermore, business presentation skills are critical to career development and operating efficiency. Time is valuable and organizations cannot afford to tie up resources in inefficient and unproductive meetings.

Our Dynamic Presentation training begins with a “self-discovery” questionnaire that identifies strengths and weakness in communication. Participants will:

- Learn the “four pillars” of dynamic presentation
- Delve into flexibility around accommodating the unexpected in business
- Practice delivering effective “3-minute pitches”
- Understand how to handle “barriers” to successful presentations, delivering without visual aids, Q&A techniques and a Checklist are included.

WHO IS IT FOR?

This course is ideal for junior, mid to senior-level business Executives, as well as Trainers and Instructors.

EFFECTIVE TECHNICAL PRESENTATIONS

TITLE: Advanced Presentations - Make a Technical Presentation

COURSE #: L2

DURATION: 1 Day (*Duration can be customized to client's needs*)

At the end of most technical presentations, people are left overwhelmed with information and awed at the research. But, often wonder, SO WHAT and WHY AM I HERE? All that hard work and brilliance of the work of the speaker is lost. It is critical to extract the essence of research and in one page capture this message, and build the story with data around this message - you have to make the audience take your journey and get them excited enough to act. Mala has done this for the past 25 years, and is passionate about helping fellow researchers, scientists and technical professionals. You can bring your project to class and work on delivering a compelling message. Training also delves into analysis of audience and the content. Focus is on “So What, and What next” and not on here’s what I know and audience will figure out the message.

WHO IS IT FOR?

This course is popular among motivated professionals in technical fields such as Science, Market Research, IT, Finance.

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LEADERSHIP COURSES [page 2]

MEETING FACILITATION

TITLE: Meeting Facilitation

COURSE #: L3

DURATION: 1 Day (*Duration can be customized to client's needs*)

STOP STEALING MY TIME!

We spend more than 50% of our working time in meetings. At the end of these meetings, most of us often wonder, "What was the point of this meeting? I could have been at my desk working." We fail to realize that meetings are part of our jobs and we need to improve meetings to accomplish objectives.

Meeting facilitation training addresses guiding principles, participant roles and "why's" behind business meetings. Sections on listening skills, self-marketing, gaining consensus and ability to be assertive without being offensive are imperative. The meeting facilitation skills workshop addresses:

- How to gain consensus on objectives/outcomes
- Time management
- Come to decisions
- Make action plans
- Best practices for following up and updating after meetings.

WHO IS IT FOR?

Project leaders, Project Managers, Account Managers, Department Managers – anyone who regularly is responsible for facilitating a meeting and needs to get the best productivity from them.

PROJECT LEADERSHIP SKILLS

TITLE: Project Leadership

COURSE #: L4

DURATION: 1 Day (*Duration can be customized to client's needs*)

This class covers what qualifies as a successful project and who is an effective project leader - challenges in being an effective project leader. Concepts covered in this inspiring workshop include:

- Critical factors of success
- Tools and metrics of leadership
- Relationship management
- Effect of attitudes, motivators
- Ramifications of respect

These classes are effective in building critical skills - lectures, interactive sessions including the practice of the concepts and participation in a simulated project to put all the skills to the test.

WHO IS IT FOR?

Team leaders or project managers would benefit most from our project leadership skills training.



LEADERSHIP COURSES [page 3]

LISTENING AND QUESTIONING SKILLS

TITLE: Communications - Listening and Questioning Skills
COURSE #: L5
DURATION: 1 Day (*Duration can be customized to client's needs*)

To listen to co-workers and clients are keys to success. Benefits of this training travel beyond the office, permeating all kinds of communication.

Key points of the training include: basics of listening, critical thinking, understanding client issues, how questions build trust, and types and specific techniques of questioning to evoke clear answers and more. Tips on listening during a virtual or online presentation are also provided.

WHO IS IT FOR?

Every member of your professional services team will benefit from listening and questioning skills training.

COMMUNICATION ACROSS CULTURES

TITLE: Communication across Cultures
COURSE #: L8
DURATION: Half Day (*Duration can be customized to client's needs*)

ESSENTIAL CULTURAL COMPETENCE SKILLS

The global marketplace comes complete with communication problems. More than language barriers, traditions, customs, nuances of language and etiquette of different cultures can become negative issues if not understood and addressed. MKTinsite focuses on interactions of Americans and Indians in bridging the culture gap.

Many a deals have been lost because a word, a gesture, a behavior pattern was misinterpreted and the intentions misunderstood. Without cultural competency skills, businesses will have an ever increasingly difficult time adapting in our ever changing global economy.

Key aspects of this cross cultural skills and communication training are guiding principles of cross-cultural business teams and how these come into play in meetings, presentations and projects.

WHO IS IT FOR?

This course is ideal for Americans and Indians seeking to bridge the culture gap and gain a clear understanding of professional expectations.



LEADERSHIP COURSES [page 4]

HOW TO BE CONSULTATIVE IN BUSINESS INTERACTIONS

TITLE: Consultative Thinking - How to Become a Business Consultant

COURSE #: L6

DURATION: 2 Days (*Duration can be customized to client's needs*)

Clients look to vendors to support their navigation through changing business landscapes and to accomplish business results. Transactional thinking, task orientation, and passive order-taking alone do not translate to customer satisfaction, loyalty or retention.

CONSULTATIVE SOLUTIONS - HOW TO BE CONSULTATIVE IN BUSINESS INTERACTIONS?

This course is unique because in a short time it also teaches short cuts to using brokerage analyst reports to understand client industry and business results, and how to align your work with client goals. That is, you are not working in a vacuum.

We start by addressing ways for clients to better understand business issues. MKTinsite has developed a 7-Step Process to transform your approach in any client situations. The class will focus on a “consultative” approach to business that enables professionals to better understand business issues and offer customer-driven solutions and communications. Many case studies will be provided to practice the key learnings. This class has had great success among clients, both onsite and online. For example, in 2 consecutive 2-hour Webinar sessions, the instructor drew 100% participation and inspired a final case study presentation by participants. Workshop topics covered include:

- Analysis and discussions
- Defining your clients and your role
- Understanding client needs and expectations
- Delivering results
- Working strategically with people
- Managing client interaction
- Unique problem-solving techniques

WHO IS IT FOR?

Professionals working with clients – marketing, Project Managers, I.T. professionals.

EFFECTIVE NEGOTIATION SKILLS

TITLE: Effective Negotiation Skills

COURSE #: L7

DURATION: 2 Days (*Duration can be customized to client's needs*)

Most corporate executives complain, “*My people don't see the need for preparing.*” People are under the mistaken belief that its personality and not preparation that makes the difference. It truly is not a competitive sport, where one person has to lose for the other to win. There is nothing more powerful than a win-win negotiation, where participants learn to balance substance and relationship.



LEADERSHIP COURSES [page 5]

EFFECTIVE NEGOTIATION SKILLS - CONTINUED

This course will help participants prepare for real-world negotiations, from personal to professional, small to large, daily to extraordinary.

WHO IS IT FOR?

Team/Project leaders, client-facing employees, entrepreneurs and anyone who desires to learn negotiation skills for day-to-day business interactions.

PERSONAL DEVELOPMENT

TRANSFORMATION WITH INSPIRATION

TITLE: Transformation with Inspiration

COURSE #: Coaching

DURATION: Based on client needs - average is 8 sessions per client

This is customized to the individual situations and requirements. A practical guide or a strategic map to follow through life-centering activities that bring focus, confidence, inspiration and so much more into the lives of those that are making career choices and ready to improve the quality of their daily personal and professional lives, transforming into a well balanced person. Understanding one's strengths, improvement areas, needs, expectations and moments of joy is critical to better living.

Class will include some relaxation and visualization techniques. Ideal setting for this is one-on-one coaching or small groups.

WHO IS IT FOR?

Anyone looking for personal or professional development in career transitions or advancements. This is done in an [individual coaching](#) or small group [of less than 5 members] setting.

Mktinsite also customizes programs in all Focus Areas for clients by combining various skills required. For e.g. Meeting Facilitation can be integrated into a Project Leadership class

Contact an executive training consultant today to discuss

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