

# TRUE SALES AND MARKETING STRATEGISTS

## Develop Your Leadership Talent with Business Simulations

Offered in partnership with Market2Win Ltd



*I enjoyed the game and thought it was a good way of thinking about some of the big strategic issues. I liked all the segments and the initial positionings and I liked the idea of additional reports to give more information...Once again thanks for the opportunity it was good fun and well worth the time."*

*Andrew  
Communications Director*

*Impressive leading edge use of technology to support learning and I can see it would work in a live organisation across multiple locations...In summary, I am a fan!*

*Samantha  
Marketing Professional*

All facts and figures in this publication are presented in good faith and on the basis of information before us at the time of writing.

Market2Win platform provides a range of business simulations to teach strategic sales and marketing in an enjoyable, competitive and realistic way. These include strategic marketing games in both B2B and B2C, plus one for strategic/key account management. All the simulations are based on solid research combined with practical experience. Market2Win was a Finalist in the UK Marketing Excellence Awards organized by the Chartered Institute of Marketing (CIM).

Business simulations help to develop the strategic sales & marketing leaders of the future. Market2Win platform has been developed in collaboration with Professor Malcolm McDonald, one of the world's leading experts in strategic marketing.

Marketing2Win is one of the four games offered. It is a B2C strategic marketing simulation and is used in many leading business schools. In the corporate sector, it is often run in a workshop format. On average, 90% of participants would recommend the experience to others.

Key attendees include:

- ✓ Senior executives already in leadership roles.
- ✓ Middle managers on a path to senior leadership.
- ✓ Sales and Strategic Account Managers.

The objectives are:

- ✓ To apply segmentation, targeting and positioning in an engaging way.
- ✓ To practice strategic leadership skills across the business.
- ✓ To gain alignment around the business strategy.
- ✓ To connect day-to-day actions with the business strategy.
- ✓ To experience cross-functional, cross-business teamwork.
- ✓ To reinforce the importance of strategic marketing in the business.
- ✓ To establish and use a common strategic vocabulary and toolset.

Key features:

- ✓ It is highly configurable to user needs. We can configure it to address your industry and your specific market/competitive challenges.
- ✓ We can represent a large number of markets segmented in the way you see them and use it to help you target the markets of the future.
- ✓ The outputs - whether they be plans, tools, decisions, ideas or improved knowledge are easily transferable back into the business.
- ✓ It is easy to use, enjoyable and addictive, and can be learned within hours.



# About Malcolm McDonald Consulting

The fees will reflect the nature of the training and whether any customization work is needed.

## How Does It Work?

- ✓ Participants are split into teams. Each team represents the marketing team of a fictitious business.
- ✓ There are five businesses competing with each other in the marketplace.
- ✓ Each team assesses their situation and market performance, then has to make decisions about executing their current strategy.
- ✓ As the game progresses, they are given more insight and more freedom to develop and execute their own strategy.
- ✓ All teams compete with each other, not against the computer, for the #1 position in the market.
- ✓ Training input and feedback is provided between each round of decisions.
- ✓ Deployed in 2-3 days intensive workshop, in afternoons over a week, and/or by web-based learning.

## About Malcolm McDonald Consulting

Malcolm McDonald Consulting Ltd. is a strategic sales and marketing consulting business. With our end-to-end interactions, from Board level to internal project team, we help companies create value through getting the fundamentals right in strategic sales and marketing, all within budget and the agreed deadline.

Professor McDonald and his team of consultants work with the boards and internal teams of executives from a number of the world's leading multi-nationals on all continents.

Malcolm McDonald is Emeritus Professor of Marketing at Cranfield University, and Visiting Professor at Henley, Warwick, Aston and Bradford Business Schools. He authored over 40 books on marketing and key account management. Coming from a background in business which included a number of years as Marketing Director of Canada Dry, Malcolm has successfully maintained a close link between academic rigour and commercial application. He has consulted to major companies from the UK, Europe, USA, Far East, South-East Asia, and Africa, in the areas of strategic marketing and marketing planning, market segmentation, key account management, international marketing and marketing accountability.

## The Management Team

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