



DIFFERENTIATE
OR DIE

The power of customer

Learn to make the most effective use of marketing tactics in line with corporate strategy. Communicate a precise, consistent identity while differentiating yourself from competitors

The latest member of the Livon family—Livon lite™—is a challenging learning process based on the principles of Livon™. Over the course of 4-6 hours it creates a common understanding of the factors involved in building market share for a product or service.

During this simulation, participants work in teams to run competing companies. They manage operations receiving strategic input from “headquarters,” but drawing their own conclusions about how to best position the business in their local marketplace.

After an introduction of marketing principles, everyone is actively engaged with questions of pricing, market positioning and image. This sets the stage for intense discussions about how your business strategy is designed to capture market share, how each person is responsible for living up to that strategy and how to match customers with corporate values.

A unique feature: The Sharper Profile Graph helps you convert new knowledge into specific action plans.

Capture your employees' attention and help them leverage the market strategy!

GENERATE DISCUSSION! GENERATE INVOLVEMENT!

With Livon lite, everyone will see the “big picture” of your business and will gain a better understanding of these issues:

- Why do customers choose us?
- Which level of service do they expect?
- Where do we stand in relation to our competitors?
- How does the way we work reflect our company values?
- How does our pricing strategy support the growth of our business?

LEARNING THAT LEADS TO RESULTS

Livon lite enables you to reach almost any number of people in a limited amount of time. They will have the opportunity to learn the basics of marketing strategy in a highly interactive forum where your own business issues are the focus.

Taking advantage of Livon lite, you are able to create the platform of alignment and enthusiasm needed to reach performance goals. This business tool can be used in conference situations or to create companywide commitment to building marketshare.

QUICK FACTS

MEDIA:

Board-based business simulation

SEMINAR SIZE:

4 people per team, well-suited for large audiences.

TIME:

4-6 hours

LANGUAGES:

English
Swedish



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