



## *Cultivating* How to run a local business within the corporate framework *a market niche*

**Livon™ helps everyone deliver a consistent message and gain marketplace recognition.**

### **Stand Out from the Competition**

Livon™ is a one-day, interactive simulation designed to help organizations with widespread sales and distribution networks communicate a precise, consistent identity while differentiating themselves in a highly competitive marketplace.

*Communicate a precise, consistent identity while differentiating yourself from competitors*

During Livon, participants form teams and take part in a struggle for market share among local operations of four highly competitive companies. Their key objective: to attract and retain customers in a competitive atmosphere where product positioning, communication, price, prestige and reputation all come into play.

Throughout the simulation, participants account for strategic input from headquarters operations,

they draw their own conclusions about how to position themselves in the market, how to attract new clients and satisfy the needs of current customers. They note “annual” gains and losses in profit and market share, as well as their image in the marketplace.

Successful teams will have a clearly defined market segment, and make the most effective use of marketing tactics often requiring subtle shifts in strategy along the way.

### **Livon is an Innovative Business Tool for:**

- Business leaders who need to create a strong alignment between franchise, retail or other operations and the central sales and marketing strategy
- Smaller, independent companies looking to identify or strengthen their market niche
- Any organization looking to reinforce its competitive advantages and capture greater market share

**After Livon, participants will:**

- Understand how to align marketing decisions with corporate strategy and policy
- Understand how to leverage unique attributes
- Be able to identify and target the right customers
- Be able to make the most effective investments in marketing activities

*Learn to make the most effective use of marketing tactics in line with corporate strategy*



**Learning That Leads to Results**

Livon helps participants understand how an effective, precise and consistent identity can impact sales and profits—the bottom line. Armed with this knowledge, participants can immediately apply their simulated experiences to their daily responsibilities and help formulate an action plan that addresses their company's specific needs.

**Discover for Yourself**

Profit from building a consistent identity today! Call your Celemi consultant or contact the Celemi office nearest you for a demonstration or more information.



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