



# *Differentiate* **The power of the customer** *or die*

**Do you have a growing organization with the potential to expand market share? Is there a need to inspire and align everyone's efforts to grow the business? If so, Livon Lite™ is the solution to building a shared understanding of your business with large groups in a limited amount of time.**

## **Capture Your Employees' Attention and Help Them Leverage the Market Strategy!**

The latest member of the Livon family—Livon Lite™—is a challenging learning process based on the principles of Livon™—Cultivating a market niche. 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, and almost any number of people can participate.

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.

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

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

## **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.

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

### **Discover for Yourself**

Livon Lite is a highly flexible learning process that can be used in a range of educational, business meeting and conference settings. Contact your Celemi consultant today to discuss how Livon Lite can empower your organization.



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