



Consulting and Training | Reach New Heights

Course Name

Market Benchmarking and Best Practices

Sector Name

Sales, Marketing and Customer Service

Document Type

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Market Benchmarking and Best Practices

Course Introduction

In dynamic and competitive markets, organizations cannot rely solely on internal performance indicators to improve. Understanding how peers, competitors, and market leaders operate is essential for identifying performance gaps, setting realistic targets, and adopting proven practices responsibly.

Developed by **Boost**, this course focuses on market benchmarking as a strategic learning and improvement tool, not a copying exercise. Participants learn how to compare performance meaningfully, interpret benchmarks correctly, and adapt best practices in ways that fit their organizational context.

Boost's Market Benchmarking and Best Practices - Intermediate course equips professionals to make informed improvement decisions based on market insight, evidence, and strategic judgment.

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Market Benchmarking and Best Practices

Target Audience

- ✓ Strategy and performance management professionals
- ✓ Business excellence and quality teams
- ✓ Planning, improvement, and transformation teams
- ✓ Department heads and mid-level managers
- ✓ Professionals involved in benchmarking or market analysis

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Learning Objectives

- ✓ Understand the purpose and types of market benchmarking
- ✓ Identify relevant benchmarks and comparison groups
- ✓ Analyze performance gaps using reliable benchmarking data
- ✓ Distinguish between best practices and context-specific practices
- ✓ Adapt best practices to organizational realities
- ✓ Use benchmarking to support continuous improvement initiatives

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Course Outline

✓ DAY 01

Foundations of Market Benchmarking

Module 1: Understanding Market Benchmarking

- ✓ What benchmarking really is (and is not)
- ✓ Internal vs. external benchmarking
- ✓ Strategic value of benchmarking

Module 2: Types of Benchmarking

- ✓ Performance, process, and strategic benchmarking
- ✓ Competitive vs. non-competitive benchmarking
- ✓ Choosing the right benchmarking approach

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Course Outline

✓ Day 02

Selecting Benchmarks and Comparison Groups

Module 3: Defining Benchmarking Scope

- ✓ What to benchmark and why
- ✓ Selecting meaningful performance areas
- ✓ Avoiding over-benchmarking

Module 4: Identifying Benchmarking Partners

- ✓ Peers, competitors, and market leaders
- ✓ Industry benchmarks and indices
- ✓ Evaluating relevance and comparability

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Course Outline

✓ Day 03

Benchmarking Data and Gap Analysis

Module 5: Collecting and Interpreting Benchmarking Data

- ✓ Data sources and reliability
- ✓ Quantitative vs. qualitative benchmarks
- ✓ Common data interpretation pitfalls

Module 6: Performance Gap Analysis

- ✓ Identifying gaps and strengths
- ✓ Root causes of performance differences
- ✓ Prioritizing improvement opportunities

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Course Outline

✓ Day 04

Best Practices Identification and Adaptation

Module 7: Understanding Best Practices

- ✓ What defines best practice
- ✓ Temporary vs. sustainable practices
- ✓ Risks of blind imitation

Module 8: Adapting Best Practices to Your Organization

- ✓ Contextual factors (culture, size, resources)
- ✓ Customizing practices for fitness
- ✓ Change readiness considerations

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Course Outline

✓ Day 05

Benchmarking for Continuous Improvement

Module 9: Using Benchmarking to Drive Improvement

- ✓ Translating insights into initiatives
- ✓ Linking benchmarks to KPIs and targets
- ✓ Managing improvement roadmaps

Module 10: Sustaining Benchmarking Practices

- ✓ Embedding benchmarking into performance cycles
- ✓ Monitoring progress over time
- ✓ Learning organization mindset

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Market Benchmarking and Best Practices

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
June 28, 2027	July 2, 2027	5 days	4250.00 \$	UAE , Abu Dhabi
Sept. 21, 2026	Sept. 25, 2026	5 days	4250.00 \$	UAE , Abu Dhabi
Dec. 14, 2026	Dec. 18, 2026	5 days	4250.00 \$	UAE , Abu Dhabi
Feb. 1, 2027	Feb. 5, 2027	5 days	4250.00 \$	UAE , Dubai

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