Anderson
Executive Development Centre

Learn How to Use Marketing Correctly in B2B Markets

Effective Business to Business (B2B) Marketing

Date	Venue	Fees
05 - 09 Apr 2020	Dubai - UAE	$5,950
02 - 06 Nov 2020	London - UK	$5,950

**This fee is inclusive of Documentation, Lunch and Refreshments and exclusive of 5% UAE VAT*

TRAINING COURSE OVERVIEW

Is a lack of B2B marketing knowledge causing your organisation to have to sell on price, and preventing you from growing your business?

Many B2B companies have no idea of what B2B marketing is. They confuse it with selling, or advertising, and as a result they are unable to adopt a strategic approach that builds their business. Instead, they end up competing on price, which reduces their margins; and their products become commoditized.

You can change that, by attending this unique training course, which will empower you to position your company correctly in your markets and compete on value, not on price.

TRAINING COURSE OBJECTIVES

This Anderson training course is suitable to a wide range of professionals but will greatly benefit:

- Leaders who need use B2B marketing effectively
- Senior managers who have the success their company in the market
- Non-marketing managers who need to understand B2B marketing
- Executives who want to know how to apply B2B marketing
- Sales managers who need to improve their performance with more-effective marketing
- People recently placed into a B2B marketing role

DESIGNED FOR

By attending this Anderson training course, delegates will be able to:

- Use marketing more effectively
- Overcome price-focused competition
- Win new customers
- Build stronger relationships with existing customers
- Define marketing actions and give clear direction to others

TRAINING COURSE OUTLINE

Amongst a wide range of valuable topics, the following will be prioritised:

- What marketing is and how to apply it successfully
- Creating a marketing plan to succeed in the market
- Understanding the market
- How to create marketing goals and achieve them
- Defining the marketing strategy
- Defining who to target
- Constructing the marketing mix
- Innovating and managing products and solutions throughout the lifecycle
- Pricing strategy and methods
- Using marketing communications
- Supporting distributors and other intermediaries
- Integrating sales with marketing
- Measuring and controlling the marketing mix and setting the budget

The Certificate : Anderson Certificate of Completion will be provided to delegates who attend and complete the course.

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