



## Effective Business to Business (B2B) Marketing

Learn How to Use Marketing Correctly in B2B Markets

### ► Upcoming Sessions

11-15 Nov 2024	Online	\$3,950
19-23 May 2025	Online	\$3,950
07-11 Jul 2025	Online	\$3,950

### ► Training Details

#### Online Training Course Overview

Does your organization struggle with B2B marketing knowledge, leading to a reliance on price-based selling and hindering business growth?

Many B2B companies misunderstand B2B marketing, often confusing it with sales or advertising. Consequently, they lack a strategic approach essential for business development. This confusion often results in price competition, diminishing profit margins, and commoditization of their products.

You can overcome these challenges by participating in our exclusive training course. This program will equip you with the skills to effectively position your company in the market, enabling you to compete based on value rather than price.

#### Online Training Course Objectives

**By attending this Anderson online 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

#### Designed For

**This Anderson online 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

### ► Training Details

## **Day One: What Marketing is and How to Apply it?**

- ▶ How B2B marketing differs from consumer marketing
- ▶ From product and sales-focused to market-focused
- ▶ Key principles that underpin B2B marketing
- ▶ Twenty tips for successful B2B marketing
- ▶ Building relationships to win preference
- ▶ Getting buy-in from colleagues

## **Day Two: You Need a Process and a Plan to Succeed in the Market**

- ▶ Aligning marketing, business strategy and brand
- ▶ The marketing process and structure
- ▶ Understanding the market, customers and competitors
- ▶ Identifying the real customer needs
- ▶ Identifying and prioritising the key success factors
- ▶ Constructing the B2B marketing plan

## **Day Three: Establishing Marketing Goals and How to Achieve Them**

- ▶ Clarifying marketing objectives
- ▶ Developing a clear B2B marketing strategy
- ▶ Prioritising people to target and the purpose
- ▶ Constructing an integrated B2B marketing mix
- ▶ Integrating the mix to deliver superior value
- ▶ Getting others to contribute and support it

## **Day Four: How to Innovate and Manage Products and Solutions through the Life-cycle and Price them Correctly?**

- ▶ Applying the product life-cycle concept
- ▶ Managing the B2B product portfolio
- ▶ New product development and screening
- ▶ Creating superior B2B value-propositions
- ▶ Proving value and overcoming competitors' prices
- ▶ Using price and defining pricing strategy
- ▶ Understanding cost-plus, break-even and contribution pricing

## **Day Five: Using Marketing Communications, Distributors and Service in the Marketing Mix**

- ▶ Essential guidance on applying marketing communications
- ▶ Combining communications tools and messages effectively
- ▶ Marketing to, and through, distributors
- ▶ How to offer service and charge for it
- ▶ Integrating the sales function with marketing
- ▶ Measuring marketing outcomes and applying control
- ▶ Creating and justifying the marketing budget

## **▶ The Certificate**

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

## **▶ INFO & IN-HOUSE SOLUTION**

For more information about this course, call or email us at:

Call us: +971 4 365 8363

Email: [info@anderson.ae](mailto:info@anderson.ae)

**Request for a Tailor-made training and educational experience for your organization now:**

Email: [inhouse@anderson.ae](mailto:inhouse@anderson.ae)

**Anderson**  
Executive Development Centre

P.O Box 74589, Dubai, United Arab Emirates

**Web:** [www.anderson.ae](http://www.anderson.ae)

**Email:** [info@anderson.ae](mailto:info@anderson.ae)

**Phone:** +971 4 365 8363

**Fax:** +971 4 360 4759

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