



## Creating a Marketing Plan for Business-to-Business

Learn How to Construct a Credible Marketing Plan that will Enable You to Succeed in the Market

### ► Upcoming Sessions

26-30 Aug 2024	London - UK	\$5,950
11-15 Nov 2024	London - UK	\$5,950
06-10 Jan 2025	London - UK	\$5,950
21-25 Apr 2025	Dubai - UAE	\$5,950
25-29 Aug 2025	London - UK	\$5,950
10-14 Nov 2025	London - UK	\$5,950

### ► Training Details

#### Training Course Overview

In today's fiercely competitive B2B markets, profit margins are under pressure, and products are increasingly viewed as commodities. To thrive in such an environment, where winning more customers and becoming the preferred supplier are paramount goals, a clear marketing plan is essential.

Chances are, various individuals within your company harbor divergent ideas on how to attract and retain customers, contributing to the challenge. To address this issue, it's imperative to rally everyone around a consistent and integrated approach. What's needed is a comprehensive marketing plan that's easily understandable and implementable by all.

Embark on this Anderson training course today and acquire the skills to craft a tailored marketing plan that aligns with your business objectives.

#### Training Course Objectives

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

- Construct a written marketing plan
- Explain and justify a marketing strategy
- Set clear priorities of who to target and why
- Create an integrated marketing mix
- Specify and support clear value-propositions that justify higher prices
- Direct colleagues in sales, marketing communications, product management, and other departments to implement your plan
- Measure and control the plan

#### Designed For

**This Anderson training course is particularly valuable for those who wish to adopt a more structured, co-ordinated and consistent approach to marketing and selling their products. For example:**

- ▶ Marketing directors
- ▶ Marketing managers
- ▶ Product managers
- ▶ Sector managers
- ▶ Marketing communications executives
- ▶ Sales directors
- ▶ Key account managers
- ▶ Sales and marketing support teams

## ▶ Training Details

### **Day One: Understanding the Structure and the Approach**

- ▶ How to write a structured marketing plan
- ▶ How to develop the plan
- ▶ How to align your plan with the corporate strategy
- ▶ Defining the brand principles
- ▶ Positioning the brand

### **Day Two: Understanding the Market and the Customers**

- ▶ Building relationships with stakeholders
- ▶ Scoping the market
- ▶ Acquiring market knowledge and insight
- ▶ Understanding the market drivers
- ▶ Understanding customers, decision-makers and decision-process
- ▶ Identifying customers' challenges, to discover what they value

### **Day Three: Understanding the Competitors, Defining the Strategy and Targets**

- ▶ Understanding competitors
- ▶ Assessing your organisation's capabilities and limitations
- ▶ Measuring market attractiveness and defining strategic options
- ▶ Setting marketing objectives
- ▶ Creating and describing the marketing strategy
- ▶ Integrating marketing strategy and sales strategy
- ▶ Defining target groups, assigning priorities and tasks

### **Day Four: Constructing the Mix, to Deliver Superior Value Propositions**

- ▶ How to create differential advantage
- ▶ Defining the propositions
- ▶ Winning on value not on price
- ▶ Creating the right marketing communications mix
- ▶ Constructing the right messages and tools
- ▶ Aligning the sales activities with marketing

### **Day Five: Supporting Intermediaries, Implementing and Controlling the Plan**

- ▶ Supporting intermediaries
- ▶ Defining the schedule and responsibilities
- ▶ Defining resources and constructing a budget
- ▶ Controlling and verifying the plan
- ▶ Contingency planning
- ▶ How to write the plan

## ▶ 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:

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