



## Effective Business to Business (B2B) Marketing

Learn How to Use Marketing Correctly in B2B Markets

### ► Training Details

#### Online 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.

#### 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

### ▶ Preview

10:30 - 11:00	:	Welcome, Setup, Registration
<b>11:00 - 12:30</b>	:	<b>First Session</b>
12:30 - 12:45	:	Break (15 minutes)
<b>12:45 - 14:15</b>	:	<b>Second Session</b>
14:15 - 14:30	:	Break (15 minutes)
<b>14:30 - 16:00</b>	:	<b>Third Session</b>

### ▶ The Certificate

An Anderson e-Certificate will be provided to delegates who attend and complete the online training 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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