



Essentials of Marketing for B2B Solution Selling

Essentials of Marketing for B2B Solution Selling

Develop your B2B Marketing Strategy that focuses on your clients and supports solution selling

Highlights

- Bring examples of your current marketing materials to review during the programme and learn what to improve and what to keep
- Focus on lead generation and client retention as key strategies
- Create your new B2B marketing strategy focussing on solution selling

Key Competences

- B2B Marketing skills
- Value perception mapping
- Lead generation actions
- Marketing planning
- NPS and Balance Scorecards
- The Selling Cycle

The Right Programme for You

You are a Senior Brand or Marketing Manager, Director of Business Development in a B2B industry. You are responsible for developing and implementing a B2B strategy that supports your company's solution selling approach and process.

Senior Managers

Managers



Learn, Practice and Use

- **Understand** the difference between ABM and TCMA marketing
- **Align** your marketing to your selling cycle
- **Create** the Value Tower for your organization
- **Explore** the difference between data, information and business intelligence
- **Learn** how you can retain clients
- **Delight** your clients from start to finish
- **Create** lead generation strategies that really work
- **Understand** the purpose of marketing for B2B solution selling
- **Compare** the Balanced Scorecard and NPS approaches
- **Create** the No Excuse business environment
- **Map** the value perception of your clients for your products or services

Practical Information

Face-to-Face



3 days
€3,450

Available In-Company

The programme is available as an In-Company solution for your teams. More information at mce.eu/inco

mce.eu/marketing for dates, locations and full programme outline

Programme Modules

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Module 1:

- What is the purpose of marketing for B2B solution selling?
- What is the difference between ABM and TCMA marketing?
- How to recognise a good marketing group?
- Why do Clients buy from you?

2

Module 2:

- What is your marketing plan?
- Alignment to your selling cycle
- Alignment to your client's buying cycle
- How is your plan and collateral?

3

Module 3:

- External and internal marketing activities
- Creating the Value Tower
- Value perception mapping
- Competition Value Tower comparison

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Module 4:

- Creating the No Excuse environment
- Data versus Information versus Business Intelligence
- New Business - Lead Generation events and activities
- Supporting the sales cycle

5

Module 5:

- Client Retention – Why does it matter?
- The Balanced Scorecard and NPS approach
- Creating your Account Retention Team
- Delighting your Clients

6

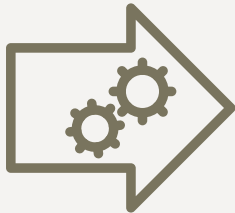
Module 6:

- Apply the process to your marketing needs. Present your plan
- Wrap up and conclusions
- What does this mean to me and how will it affect my job?
- What will you do next?



Learn

the key business skills and knowledge you need for your management role today and tomorrow



Practice

the skills you learn and get feedback, recommendations and coaching



Use

what you learn and practise as soon as you get back to your office

For more information please contact:



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