



# Mastering Business To Business Marketing

**Duration:** 5 Days

**Language:** en

**Course Code:** PM1-101

## Objective

During this course, we will explore the principles of effective B2B marketing, which means you can start establishing your company as an added value provider. This will help you take on and win against the competition. The whole course is structured specifically for B2B companies, and you will learn from many real-life examples and delve into the best practices.

- Assist effective company marketing.

- Understand overcoming price competition.
- Build relationships and trust
- Increase your customer base
- Build credibility with stakeholders
- Prioritise direction through clear marketing
- Increase profit margins while avoiding waste

## Audience

The course is most beneficial for:

- Leaders and CEO's
- Senior managers
- Executives with business communication need
- Managers from non-marketing disciplines seeking an understanding of B2B marketing
- Executives interested in B2B
- B2B Sales managers
- People recently placed into a marketing role
- Those looking to upskill to improve job prospects

## Training Methodology

Teaching takes place in various settings, including face-to-face classroom teaching. It will ensure that participants can expand their knowledge of the subject and increase their skill set. The course is delivered via various methods by a specialist tutor. This will include PowerPoint presentations, reviewing articles and other relevant materials, group or individual exercises and discussions. There may be some independent work set, and the course will require submitting articles to demonstrate understanding and an end-of-course test. Note-taking is encouraged, and you are welcome to use electronic devices.

The course manual will form part of the learning but give you references for the future. You are encouraged to ask questions and, if needed, spend time one-on-one with your tutor to review any issues. You can network with peers in similar roles during your time in the classroom.

## Summary

In today's fiercely competitive landscape, standing out in B2B markets has never been more challenging. With countless companies vying for attention and constant pressure to offer lower prices, many products risk becoming commoditised, reducing them to mere price points rather than value-driven solutions. To navigate this, businesses must adopt innovative, out-of-the-box marketing strategies tailored to B2B environments. Yet, the nuances of B2B marketing still need to be understood, often leading to strategies that mirror traditional B2C marketing methods. This common misconception results in ineffective tactics that fail to resonate with professional buyers and decision-makers, ultimately putting companies at a disadvantage and struggling to maintain profitability and relevance.

Effective B2B marketing goes beyond simply pushing information or bombarding prospective clients with resource-heavy communications that yield little return. It requires a strategic approach focused on value creation, relationship building, and positioning the company as a trusted partner rather than just a vendor. By understanding the unique motivations and decision-making processes of B2B clients, companies can craft messages that speak directly to their audience's pain points, goals, and aspirations, offering relevant, valuable, and engaging solutions.

**Mastering Business to Business Marketing course** equips participants with the skills and insights needed to develop compelling, targeted marketing strategies that enhance brand perception, foster strong business relationships, and drive growth in competitive B2B sectors. Through a mix of theory, real-world case studies, and practical exercises, this course demystifies B2B marketing, enabling participants to transform their approach, break away from outdated methods, and gain a powerful edge in the market. Whether new to B2B marketing or looking to refine your strategies, this course provides essential tools to succeed in a competitive business landscape.

## Course Content & Outline

### Section 1: Understanding the Principles of Marketing

- The difference between B2B and other consumer marketing
- Understanding sales-focused and market-focused skills
- Focusing on selling products in a B2B scenario
- The basic underpinning principles of B2B marketing
- How to make B2B marketing a success
- Winning preference - the art of relationship building
- Getting your colleagues to buy in

### Section 2: The Plan and Process of Successful Marketing

- Why aligning the business strategy and brand with marketing is key
- How to structure the process of marketing
- An insight into the customer and competitors from a marketing point of view
- What is the real need of the customer
- What are the key priorities for success
- B2B marketing - how to build a winning plan

### **Section 3: Marketing Goals and How to Achieve Them**

- Defining the objectives of marketing
- The need for a B2B marketing strategy
- How to target the purpose by prioritising people
- Why B2B marketing needs to be integrated
- Constructing the perfect marketing mix
- Delivering the mix to generate value and success
- Getting support and contributions from colleagues

### **Section 4: The Lifecycle Innovation, Product Management, Solutions and Pricing**

- The lifecycle concept and how to apply it
- The B2B product portfolio and management
- How to screen and develop new products
- B2B value-propositions: the art of creating superior value
- How to compete with pricing with competitors and provide value
- How to define pricing strategies and use them to your advantage
- Essential terms: break-even, cost plus and contribution
- pricing

### **Section 5: The Marketing Mix: Communications, Distributors and Service**

- Applying marketing guidance: The essential guide
- Communication tools and messages - conveying effectively
- Distributors - how to market effectively
- Offering services and charging accordingly
- How marketing and sales are integrated
- The importance of measuring and controlling marketing outcomes
- The marketing budget - creation and justification

## **Certificate Description**

Upon successful completion of this training course, delegates will be awarded a Holistique

Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Assessment Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

## Categories

Management & Leadership, Media and Marketing, Sales & Marketing

## Tags

B2B, Marketing Lifecycle, Pricing, Marketing Mix, Competitors

## Related Articles



**Mastering B2B Marketing: Essential Strategies For Business Success**

Discover the fundamentals of B2B marketing and unlock success in business-to-business relationships. Learn the key differences between B2B and B2C marketing, explore effective strategies such as content marketing and account-based marketing, and harness the power of data-driven insights. Master the art of building strong relationships and positioning your brand as

## YouTube Video

<https://www.youtube.com/embed/KvhE12oZPQE?si=d41bhH05xCTJPwYo>