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AZ TECH

Creating a Marketing Plan for Business to Business

08 - 12 Jul 2019, London
01 - 05 Mar 2020, Dubai

10-APR-19

ACS REGISTRARS Quality Assurance ISO 9001

ACS REGISTRARS ISO 29990

ilm Recognised Provider

Institute of Asset Management IAM CORPORATE MEMBER

IAM endorsed TRAINER

THE GLOBAL COMPACT United Nations Global Compact

Creating a Marketing Plan for Business to Business

COURSE SCHEDULE:

08 - 12 Jul 2019, London

01 - 05 Mar 2020, Dubai

THE CERTIFICATE:

AZTech Certificate of Completion for delegates who attend and complete the training course

Why Choose this Training Course?

Many B2B companies are under pressure from lower-priced competitors, but they can still succeed if they have a credible marketing plan that helps them to deliver superior value. A marketing plan will help you to win customers and build customer relationships. It will also play an essential role in building your brand, so that you can avoid competing on price and can maintain your company's profitability.

This AZTech training course shows you how to construct a marketing plan and how to co-ordinate marketing with sales so that they are aligned with the plan. It also gives you an opportunity for further post-course support to construct your plan.

This training course will feature:

- What you should analyse before planning
- Defining the strategy
- Structuring the plan
- Targeting the right value propositions accurately
- Building the right marketing mix
- Implementing and controlling the plan

What are the Goals?

By the end of this AZTech training course you should be able to:

- Construct a written marketing plan
- Justify, and win, support, for your plan
- Explain and defend your marketing strategy
- Co-ordinate and integrate the marketing mix
- Direct colleagues to implement your plan

Who is this Training Course for?

The course will be of interest to marketing directors, marketing managers, sector managers and others who wish to adopt a more structured approach in marketing their products or services to business customers. It will be particularly valuable to those who need to co-ordinate all of the marketing and sales elements so that they work together towards a common purpose.

This AZTech training course is suitable for a range of professionals and will greatly benefit:

- Senior managers who want to make their company market-focused
- Managers who have to construct and deliver a marketing plan
- Marketing executives who have to implement the plan
- Executives from other departments who have to adopt and support the plan

How will this Training Course be Presented?

This AZTech training course will be presented using a combination of formal presentations, discussions and syndicated exercises. Video and case-studies will also be used.

A major differentiator in this course is that it is highly practical, and delivers real-life examples drawn from the presenter's many years of experience in sales and marketing consulting for leading global B2B companies.

THE COURSE CONTENT

DAY01: 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

DAY02: 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

DAY03: 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

DAY04: 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

DAY05: 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

Creating a Marketing Plan for Business to Business

Date	Venue	Fees(USD)
08 - 12 Jul 2019	London - UK	$5,950
01 - 05 Mar 2020	Dubai - UAE	$5,950

REGISTER NOW

This fee is inclusive of Documentation, Lunch and Refreshments and may be subjected to 5% VAT

Complete & send by fax/mail to address given below. Please use BLOCK CAPITALS.

REGISTRATION DETAILS

FAMILY NAME:

FIRST NAME:

POSITION: COMPANY:

MAILING ADDRESS:

TELEPHONE: MOBILE:

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AUTHORISATION

AUTHORISE BY:

POSITION: EMAIL:

TELEPHONE: FAX:

POSTAL ADDRESS:

MODE OF PAYMENT

- ☐ PLEASE INVOICE MY COMPANY
- ☐ PLEASE INVOICE ME
- ☐ PLEASE FIND ENCLOSED A CHEQUE PAYABLE TO AZTECH
- ☐ ONLINE / CREDIT CARD

Hotel Accommodation

Hotel accommodation is not included in the Registration Fee. A reduced corporate rate and a limited number of rooms are available for attendees wishing to stay at the hotel venue. Please make your request for accommodation at least **3 weeks** prior to the commencement of the course.

Event Disclaimer

We reserve the right to cancel or postpone a seminar or related event, change venue, substitution of the Instructor and alter the course content at our sole discretion. If this occurs, our responsibility is limited to a refund of any registration fee(s) already paid. We are not responsible for airline tickets, hotels costs, other tickets or payments, or any similar fee penalties or related or unrelated losses, costs and/or expenses registrant may incur or have incurred as a result of any trip cancellations or changes.

Cancellation & Substitution

You must notify the Registrar of cancellations at least **2 weeks before a scheduled seminar** in order to be eligible for a credit. If you cannot attend, you may send a replacement from your organisation at no charge. There is a **$250 handling charge** for all cancellations or rescheduling. We reserve the right to cancel a seminar due to low enrollment. All registrants will be notified in advance and a full refund will be provided upon request.

4 Ways to Register

Toll Free: **800-AZTECH**
Telephone: **+971 4 427 5400**
Fax Number: **+971 4 427 5401**
Email Address: **info@aztechtraining.com**
Visit our website: **www.aztechtraining.com**

Certification

AZTech Certificate of Completion for delegates who attend and complete the training course

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