



27-FEB-19

Effective Business to Business (B2B) Marketing

Learn How to be an Effective B2B Marketer

11 - 15 November 2019

London, United Kingdom



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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 COPEX training course, which will empower you to position your company correctly in your markets and compete on value, not on price.

Training Course Objectives

This COPEX 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



Designed For

By the end of this COPEX training course you should 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

Training Course Outline

Amongst a wide range of valuable topics, the following will be prioritised:

- What marketing is and how to apply it successfully
- Creating a marketing plan to succeed in the market
- Understanding the market
- How to create marketing goals and achieve them
- Defining the marketing strategy
- Defining who to target
- Constructing the marketing mix
- Innovating and managing products and solutions throughout the lifecycle
- Pricing strategy and methods
- Using marketing communications
- Supporting distributors and other intermediaries
- Integrating sales with marketing
- Measuring and controlling the marketing mix and setting the budget

THE CERTIFICATE

- Copex Certificate of Attendance will be provided to delegates who attend and complete the course

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Date	Venue	Fees (USD)
11 - 15 Nov 2019	London, UK	\$5,950

This fee is inclusive of Documentation, Lunch and Refreshments and maybe subjected to 5% VAT.

REGISTRATION DETAILS (PLEASE USE BLOCK CAPITALS)

Salutation: First Name: Last Name:
Designation: Company:
Tel No.: Mobile No.: Fax: E-Mail:
Mailing Address:
City: Country: Zip Code:

AUTHORISATION (AUTHORISED BY)

Salutation: First Name: Last Name:
Designation: Company:
Tel No.: Mobile No.: Fax: E-Mail:
Mailing Address:
City: Country: Zip Code:

MODES OF PAYMENT

Please Invoice My Company

Please Invoice Me

Cheque Payable To Copex

Hotel Accommodation

Hotel accommodation is not included in the Registration Fee. Special rates and 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.

Cancellations & Substitutions

Cancellation must be made in writing 2 weeks prior to the commencement of the course. A service charge of US\$ 250 will be applicable. Thereafter, full payment is required, but a substitute delegate is welcome at no extra charge.

copex

Your Strategic Partner in Talent Development

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