

# Account-Based Marketing Training

Research shows organisations using **account-based marketing training** (ABM) programs see up to **200% higher revenue from key accounts** compared to open-market account marketing approaches.

Most B2B organisations are struggling with open-market strategies. As a result, they are shifting towards **account-based marketing** programs.

Account-based marketing has become the new B2B selling strategy.

Whether you are a small organisation or a mid-sized company, the focus today is on building **meaningful relationships with high-value accounts**, instead of casting a wide net.

The **GreatWorks Account-Based Marketing Training Program** is designed to help organisations adopt account-based marketing as a structured, organisation-wide approach.

This **account based marketing course** (ABM) is suitable for teams that want predictable revenue from focused accounts.

## Why Account-Based Marketing Training Is Important

ABM program, success depends on how well sales and marketing teams work together to win and grow key accounts.

Without proper account-based marketing training:

- Teams struggle to identify the right accounts
- Sales and marketing operate in silos
- Campaigns fail to convert decision-makers

This **account-based marketing training** helps teams plan, execute, and measure account-based marketing programs with clarity and discipline.

Whether you are:

- A beginner trying to understand account-based marketing, or
- An experienced marketer looking to improve existing strategies

This program helps you launch and run a successful account-based marketing approach.

## Why Choose the GreatWorks Account-Based Marketing Program

The **GreatWorks Account-Based Marketing Program** is curated and delivered by experienced Sales Account Managers who have handled multiple large accounts.

This **account-based marketing training program** focuses on practical execution, not theory.

Participants will engage in:

- Workshops on account targeting and segmentation
- Campaign design and messaging for specific accounts
- Hands-on exercises to align marketing initiatives with sales objectives

By the end of the program, participants will be confident in designing and executing **account-based marketing strategies** that deliver measurable results.

## Program Highlights

- Interactive and practical training sessions
- Techniques used by successful account managers
- Clear frameworks for sales and marketing alignment
- Real-world examples and hands-on exercises

This **account-based marketing training** is designed for real business situations.

## Program Details

- **Ideal Participants:** Marketing professionals, account managers, and sales leaders (2–10 year's experience)
- **Duration:** Two days
- **Languages Offered:** English, Tamil, or other regional languages on request
- **Delivery Mode:** Onsite or offsite
- **Fees:** Customised based on batch size and duration

## Table of Contents – Account-Based Marketing Training Program

### I. Introduction to Account-Based Marketing

- Overview of account-based marketing and why it matters today
- Success stories of account-based marketing programs
- How account-based marketing differs from traditional marketing
- Adopting account-based marketing as an organisation-wide strategy

## II. The Dynamics of the Account-Based Marketing Mindset

- Mindset shift required for account-based marketing
- Understanding high-value account purchase behaviour
- Defining clear goals for account-based marketing programs
- Aligning sales and marketing teams

## III. Account Targeting and Segmentation

- Researching target accounts and decision-makers
- Segmenting accounts based on value and potential
- Using data and insights to identify potential accounts
- Selecting the right accounts based on organisation fit

## IV. Leveraging Digital Tools for Account-Based Marketing

- Translating sales plays into digital tools and platforms
- Creating targeted content and messaging
- Engaging decision-makers
- Designing multi-touch, multi-channel campaigns

## V. Run or Replace Target Accounts

- Defining Service Level Agreements for account-based marketing
- Designing and executing account-based marketing motions
- Account management strategies:
  - Running defined sales plays
  - Replacing dormant accounts
- Tools and metrics for quarterly reviews

## VI. Building Strong Sales and Marketing Alignment

- Collaboration between sales, marketing, and customer success teams

## VII. Measuring Account-Based Marketing Success

- Defining key metrics

- Measuring performance and ROI
- Optimising strategies based on outcomes

## VIII. Role Plays and Practical Exercises

- Real-world account-based marketing scenarios
- Feedback and improvement suggestions
- Addressing participant-specific challenges

## IX. Certification and Wrap-Up

- Final assessment and certification
- Personalised action plans for ongoing improvement

## Benefits of the Account-Based Marketing Training

1. Focus on the right customers for improved revenue and retention
2. Better servicing of high-value clients
3. Improved brand value
4. Strong alignment between sales and marketing teams
5. Higher ROI through focused and targeted efforts

## Ready to Implement Account-Based Marketing?

The **GreatWorks Account-Based Marketing Training Program** can be customised to meet your organisation's specific goals and challenges.

If you are looking for a **practical account based marketing course**, let's connect.

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