

ISBM Mastery Curriculum Virtual Workshops

August 3, 2020 – v1.0

See more details and registration information at [ISBM.com](https://www.isbm.com)

Pricing is generally \$995 per workshop for ISBM members.

Team workshops are priced differently.

B2B Communications – Accelerate into the “New Normal”

Ralph Cummins and Andy Coville, EMM Group

Prepare to tell your story and re-establish your brand to accelerate success as we emerge into the post-pandemic communications environment. This workshop will give you a mental framework and a turnkey process to re-establish trust and relevance with a new communications plan.

B2B Marketing Foundations Series

Dr. Robert J Thomas, Georgetown University and ISBM Fellow

This series includes one module each on Market Analysis, STP (Segmentation, Targeting, Positioning) and the 4Ps (Product, Price, Place, Promotion). Together these modules cover the content of the highly regarded ISBM B2B Marketing Foundations workshop. Each module can be taken as a standalone workshop.

Foundations Part 1; B2B Marketing Analysis (the 5C’s)

Become more data driven in your decision making by applying the concepts and tools of the 5Cs of a market (Category, Customers, Competitors, Collaborators, and one's own Company).

Foundations Part 2; Segmentation, Targeting, Positioning

Learn the meaning and application of STP (Segmentation, Targeting, and Positioning) and how to use these concepts to articulate a defensible competitive advantage.

Foundations Part 3; Marketing Strategy (4P’s)

Understand the power and relationship of the 4Ps; Product, Price, Place (distribution) and Promotion and how to leverage them in meeting customer segment needs.

Competitor Analysis: Learning and Acting Fast in Turbulent Times

Liam Fahey, The Leadership Forum and ISBM Fellow

Learn how to depict and analyze your competitor’s strategy during turbulent times and how to extract implications for your firm’s current and future marketing strategy. This is a live virtual version of a highly rated ISBM Mastery Curriculum favorite.

Creating Competitive Advantage with High Value B2B Solutions

Steve Hurley and Matt Leary, Solutions Insights, Inc.

With B2B companies looking to find ways to deliver greater value to their customers in this new business environment, many marketers are leading the charge to shift their portfolios from discrete products to more robust and impactful offerings that integrate software and services into real business-based solutions. Being highly relevant to key customers, however, may require fundamental changes in how companies develop, market and sell these new product-based solutions.

Customer Experience Strategy

Ralph Cummins and Brenna Neal, EMM Group

Based on EMM Group's Customer Experience Strategy framework, this course was developed in conjunction with CorpU, a leading online learning company, as a project team based virtual course using the CorpU's best practices and learning platform. The learning experience is designed to allow busy professionals to learn while still performing their jobs. During the instructional sprints, teams are required to spend up to an hour a day in learning activities complemented by live sessions with the expert facilitator and other teams.

Fast Cycle Scenario Planning

Liam Fahey, The Leadership Forum and ISBM Fellow

Learn from the future before it happens by applying scenario planning tools to refine your mental models, build consensus around your strategic choices, and develop robust action plans. This is a new offering developed to respond to these turbulent times.

Leveraging Account Based Marketing to Accelerate Topline Revenue Growth

Craig Apatov, Jip Inglis, Wes Johnston (ISBM Fellow); Ascension Growth & Innovation Strategies, Inc.

Learn how to expand current customer relationships and develop new prospects using strategic Account Based Marketing. This workshop features principles and tools to better integrate your overall marketing and sales execution. Market directly to key accounts and high potential targeted prospects with customized communications.

New Product Blueprinting

Dan Adams, The AIM Institute

This is an adaptation of a long standing ISBM Mastery Curriculum favorite. In this shorter, live virtual version learn new listening, probing and interview skills to conduct qualitative Discovery interviews remotely. Beyond this, you'll develop a working knowledge of the remaining Blueprinting step

Pricing in a Crisis: Best Practices for Weathering the Storm

Joanne Smith, Price to Profits

In times of crisis, pressure to provide pricing relief to customers skyrockets. How well you set your pricing strategy and negotiate your price is likely the largest factor (under your control) affecting profitability. It's imperative that you have a Pricing Crisis Preparedness Plan to weather this storm. You either opt quickly to proactively influence the market or you unintentionally become reactive to your customers' and competitors' behaviors. Reactive behavior will lead to severe price and profit declines. This course builds off of best practices for good times, with a special focus on times of crisis, so you not only weather this crisis, but you gain the best practice skills to come out of the downturn strong.

Value-in-Use Pricing: An Applied Project-Based Workshop & Coaching

Joanne Smith, Price to Profits

Many businesses struggle to price, or set their price premium, on new innovative products, unique existing products and/or value-added non-product features (e.g., services, reliability). They are further hindered by the inability to validate their price in the market. The best practice for pricing setting in the B2B world, is value-in-use pricing. This course takes a practical, effective approach towards teaching and facilitating participants in applying the concepts to their own product. It provides a 'take home' practical excel based tool to support their value pricing, as well as break-out session exercises and coaching sessions.

VOC in the age of COV

Gerry Katz, Applied Marketing Science

Learn the basics of VOC and tips for getting customer input when face to face meetings are not an option. This is an adaptation of a long standing B2B Mastery Curriculum favorite with an emphasis on feedback and remote connections and data collection.

Winning at New Products

Dr. Robert G Cooper, Product Development Institute and ISBM Fellow

Based on the seminar leader's bestselling book, now in its 5th edition... the bible for new product development. This program highlights success factors, including the seven most important things to get right, new ways to accelerate and maximize productivity in NPD, and making the right R&D investment decisions – picking, promoting and killing projects.