


inflexion

 B2B MARKETING

Effective Executive Engagement

Course overview

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January 2024



Course description

Senior buyers and influencers in your top accounts can unlock new budgets, accelerate deals, and collaborate with you to create valuable solutions. But how do you build an executive engagement programme that stands out from the crowd? This course explains how to do just that in seven practical steps, using best practice examples to bring the steps to life and inspire your own engagement strategy.

Executive engagement is, at its simplest, about having conversations and building relationships with your most senior clients and prospects. At its heart lies a belief that sustainable business success comes from understanding your customers and collaborating with them to deliver value for you both.

Developing an executive engagement strategy requires long-term thinking and careful planning, often aligned with your ABM programme. This four-session online course, with eight hours of virtual classroom activities, will provide you with a highly practical overview of how to build effective executive engagement, leveraging AI to increase your efficiency and impact. It explores what best practice looks like, and how to deliver it successfully in your business.

Effective executive engagement

Course overview



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Learning objectives

01

Your executive engagement course

Who is this training course for? What will you learn?

This course complements our ABM training courses and is developed for marketers responsible for designing and running programmes that deepen relationships with customer executives who want to deepen their skills, adopt best practices and leverage AI to increase the impact.

It is also a great next step for delegates that have completed any introduction or essentials training in ABM.

Learning objectives

This course will give you an overview of what it takes to build an effective approach to executive engagement and how to launch a programme in your organisation. You'll learn how to:

- Define programme objectives that map to your business strategy
- Prioritise the executives you want to engage
- Build a deep understanding of the people you're targeting
- Create a compelling value proposition for your programme
- Design a range of activities to engage different executives
- Select, brief and train your own business leaders to engage effectively
- Leverage AI tools to provide analytical and creative support through the process
- Demonstrate your programme's success

Course structure

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Setting up an executive engagement programme

Seven steps to success



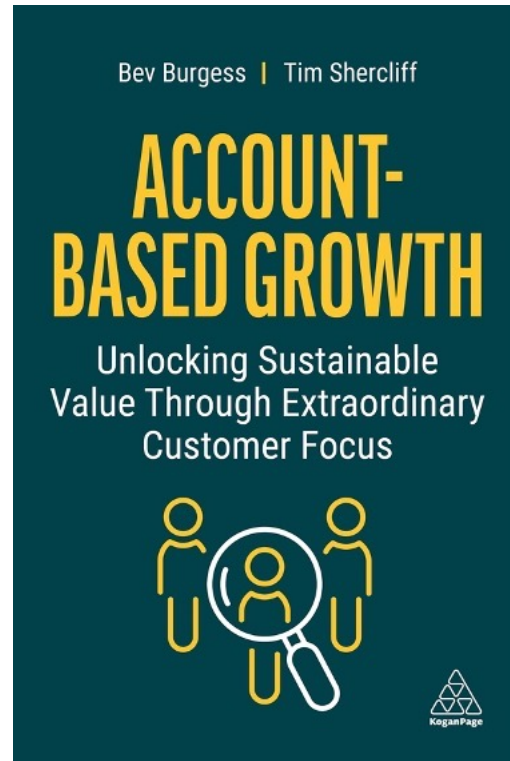
Course structure

From pre-reading to accreditation

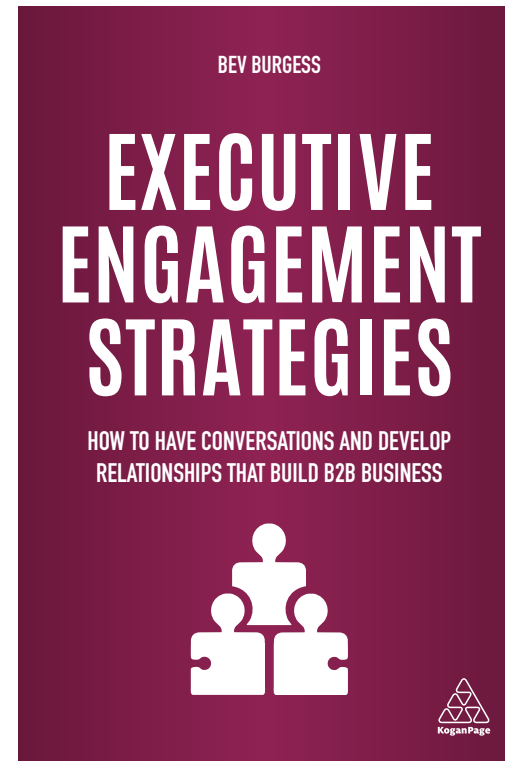
	Advance Preparation	Session 1	Session 2	Session 3	Session 4
Live webinars		 <p>Introduction and foundations of your programme (120 mins)</p>	 <p>Understanding executives (120 mins)</p>	 <p>Having something to say (120 mins)</p>	 <p>Orchestrating and tracking engagement across channels (120 mins)</p>
Materials		<p>Guide to setting up effective programme governance</p> <p>Guide to using AI, including generative AI, to drive more effective engagement</p>	<p>Executive profiling template</p>	<p>Value proposition template</p> <p>Programme messaging hierarchy</p>	<p>Guides to successful relationship governance review meetings and to engaging small groups and networks of executives</p> <p>Illustrative measurement and reporting dashboard</p>
Reading	 <p><i>Executive Engagement Strategies</i> Chapters 1 & 2</p>	 <p><i>Executive Engagement Strategies</i> Chapters 3 & 4</p>	 <p><i>Executive Engagement Strategies</i> Chapter 5</p>	 <p><i>Executive Engagement Strategies</i> Chapters 7-10</p>	 <p>Certificate of attendance</p>

The course texts

We will draw from both the core course text and the more recent 'Account-Based Growth'



2022



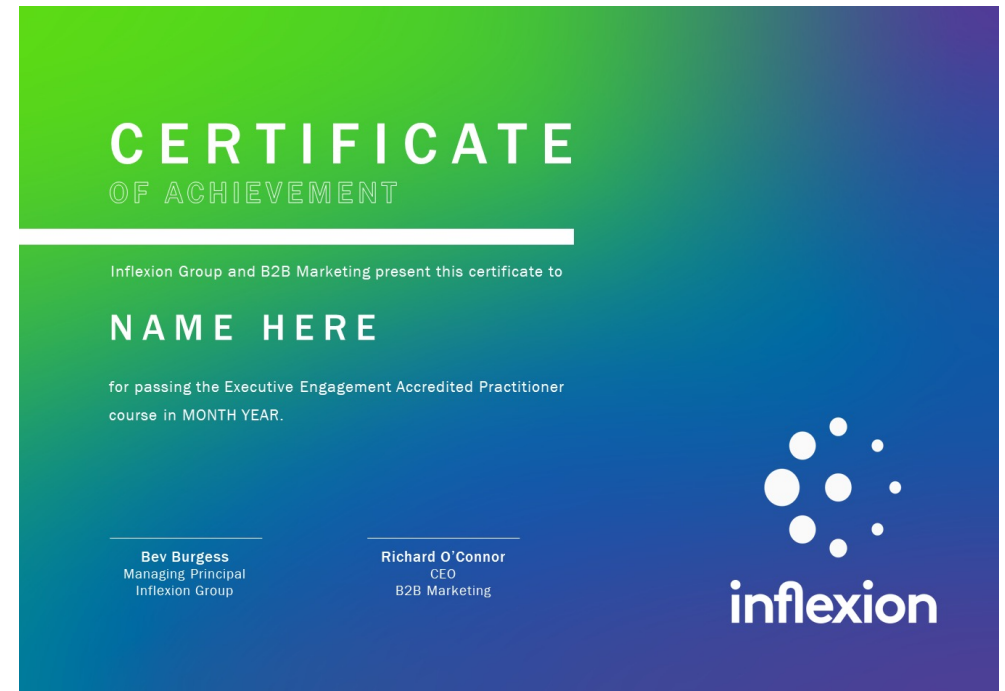
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Achieving certification

Delegates must attend all sessions and pass the quizzes

1. Attend all the course sessions and participate in the teamwork exercises
2. Complete the multiple-choice quiz for each session, achieving 8 out of 10 each time

Upon successful completion of the above, delegates receive a certificate and digital mark that can be used publicly on email sign offs and social media.



Session outlines

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Session 1 outline

Week 1 (120 minutes)

Introduction and foundations of your programme

Agenda

1. Welcome, course overview and expectation sharing
2. Why do we need to engage executives?
3. Designing an executive engagement strategy (including scenario-based exercise)
4. The foundations of an effective programme (including scenario-based exercise)
5. Review and next steps

Post session quiz

Session 2 outline

Week 2 (120 minutes)

Understanding executives

Agenda

1. Welcome, session overview and questions from session 1
2. Identifying target executives (including scenario-based exercise)
3. What do we need to know?
4. Deciding who should engage (including scenario-based exercise)
5. Review and next steps

Post session quiz

Session 3 outline

Week 3 (120 minutes)

Having something to say

Agenda

1. Welcome, session overview and questions from session 2
2. What do execs want to talk about?
3. Deciding on your content themes (including scenario-based exercise)
4. Review and next steps

Post session quiz

Session 4 outline

Week 4 (120 minutes)

Orchestrating and tracking engagement across channels

Agenda

1. Welcome, session overview and questions from session 3
2. Engaging across individuals, small groups and networks of executives
3. Building executive engagement journeys (including scenario-based exercise)
4. Tracking and reporting success (including scenario-based exercise)
5. Reflections and next steps

Post session quiz

Course leaders

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Your course leaders

Thought leaders and practitioners with the experience you need



Bev Burgess

Course Leader

Bev Burgess is passionate about the critical role marketing can play in accelerating business growth. She is best known as a worldwide authority on account-based marketing (ABM). She is co-author of *A Practitioner's Guide to ABM: Accelerating Growth in Strategic Accounts* (Kogan Page, 2021); author of *Executive Engagement Strategies* (Kogan Page, 2020) and co-author of *Account-based Growth: Unlocking sustainable value through extraordinary customer focus* (Kogan Page, 2022).



Louise Jefferson

Course Leader

Louise is a senior marketing professional with 30 years of experience in marketing business services in the technology sector. In her role, she specialises in helping companies to create new insights; identify and prioritise opportunities for growth; and accelerate accounts through account-based marketing (ABM) programmes. Louise has held senior marketing roles at Fujitsu and Cognizant.



Catherine Ahern

Course Leader

Catherine is a senior B2B marketing professional with over 20 years' experience gained both agency and client side. Catherine spent 17 years at Accenture, where she had a variety of roles across the marketing function, giving her great breadth of knowledge and understanding of marketing within complex organisational structures.



Jacqueline Gummer

Course Leader

Jacqueline is an experienced strategic sales and marketing consultant applying expertise gained over 25 years to help teams move beyond transactional selling and tactical marketing to engaging better with their customers. Jacqueline has held senior roles at Oracle, Siebel and smaller technology focused start-ups, including Account-Based Marketing.

Your course leaders

Thought leaders and practitioners with the experience you need



Dorothea Gosling

Course Leader

Dorothea is an experienced marketing and sales consultant with practical expertise gained in nearly 30 years of helping sales and marketing teams perform better together. Her expertise also encompasses hiring and developing account-based marketing teams, developing centres of excellence and meaningfully as well as successfully applying technology to aid focus and impact. Dorothea is based in Germany.



Stephanie Deane

Course Leader

Stephanie is a senior marketing leader with 15 years' experience across IT, Telecommunications and Professional Services; holding senior marketing positions at Deloitte, as Head of Account-Based Marketing, and O2 Telefonica, as Head of Account & Sector Marketing. Stephanie has been responsible for leading O2's marketing programmes across enterprise, public sector and multinational corporations.



Louise Clark

Course Leader

With 30+ years of B2B marketing experience working for tech start-ups and global tech companies including Microsoft and Salesforce, Louise has a passion for leveraging technology and innovation to improve customer experience. Her senior leadership positions include establishing partner, industry, and account-based marketing strategies, deal-based marketing, programme management, and ABM training. At Salesforce, Louise was the first dedicated ABM-er globally, and led the UKI ABM programme, heavily influencing the global ABM centre of excellence.



Laura Holmes

Course Leader

Laura is a technology marketing specialist with 20 years of experience growing IT and business services companies. Laura is an ex-marketing director who has built and executed global account-based marketing, client engagement and executive relationship programmes. Her experience also encompasses strategic planning, proposition development and the execution of complex programmes.

Course fees

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Course fees

Premium professional development from B2B Marketing and Inflexion Group

£1,550 per person for
existing Propolis members

£1,860 per person for
non-members

Thank you

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Inflexion Group

[Our website](#)

[Our LinkedIn page](#)

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