Strategic Account-Based Marketing for High-Value Clients Training Course



23 - 27 Nov 2026

Lisbon

4500 € (Per Person)

Ref: #MAR3260_145364

Course Introduction / Overview:

This course provides a comprehensive, strategic framework for implementing Account-Based Marketing (ABM) to attract, engage, and grow high-value client accounts. Moving beyond traditional lead generation, ABM focuses on treating individual accounts as markets in their own right, requiring deep personalization and alignment between sales and marketing teams. As detailed by ABM pioneer Sangram Vajre in his influential book "Account-Based Marketing for Dummies," this approach is essential for B2B organizations aiming to secure large, complex deals and maximize customer lifetime value. This program, offered by BIG BEN Training Center, is meticulously designed to equip participants with the practical skills needed to build and execute a successful ABM strategy from the ground up. We will explore the entire ABM lifecycle, from identifying and selecting target accounts to creating bespoke messaging, orchestrating multi-channel campaigns, and measuring the true return on investment. The curriculum emphasizes the critical synergy between sales and marketing, providing actionable techniques to foster collaboration and ensure a unified approach to engaging key clients. Participants will leave with a clear roadmap for transforming their marketing efforts into a precise, revenue-driven engine focused on the accounts that matter most to their business.

Target Audience / This training course is suitable for:

- Marketing Directors and Managers.
- Sales Directors and Managers.
- Account Executives and Managers.
- Business Development Professionals.
- Key Account Managers.
- Demand Generation Specialists.
- Product Marketing Managers.
- Customer Success Managers.
- Commercial Directors.

Target Sectors and Industries:

- Technology and Software as a Service (SaaS).
- Professional Services and Consulting.
- Financial Services and Insurance.
- Industrial Manufacturing and Engineering.
- Telecommunications.
- Healthcare and Pharmaceuticals.
- Governmental and Public Sector Agencies.
- Real Estate and Construction.

Target Organizations Departments:

- Marketing Department.
- Sales Department.
- Business Development Department.
- Customer Success and Client Relations Department.
- Strategic Planning Department.
- Executive Management.
- Product Management Department.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a data-driven Ideal Customer Profile (ICP) to identify high-value target accounts.
- Implement a tiered ABM strategy for one-to-one, one-to-few, and one-to-many approaches.
- Align sales and marketing teams around common ABM goals, metrics, and processes.
- Create highly personalized content and messaging that resonates with key decision-makers.
- Execute coordinated, multi-channel ABM campaigns across digital and offline platforms.
- Select and leverage the appropriate technology stack to support ABM initiatives.
- Measure the performance and ROI of ABM programs using account-level analytics.
- Build a comprehensive ABM playbook to guide strategy and execution within their organization.
- Nurture and expand relationships within key accounts to drive long-term growth.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and results-oriented. We believe that adult learning is most effective when it combines theoretical knowledge with hands-on application. This course moves beyond traditional lectures to create an immersive learning environment where participants actively engage with the material. The program incorporates a blend of expert-led presentations, in-depth case study analyses of successful ABM implementations, and collaborative group workshops. Participants will work in teams on practical exercises, such as developing an Ideal Customer Profile, mapping out a personalized campaign for a target account, and creating an alignment plan for sales and marketing. Interactive Q&A sessions and peer-to-peer discussions are encouraged to facilitate knowledge sharing and address specific challenges faced by participants in their own organizations. Our expert facilitators provide continuous feedback and guidance, ensuring that e

ery individual can translate the concepts learned into a tangible action plan. The focus is on building practical skills and confidence, empowering attendees to return to their workplace ready to launch and scale effective Account-Based Marketing programs.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Account-Based Marketing

- Introduction to Account-Based Marketing (ABM).
- The shift from traditional lead generation to an account-centric model.
- Understanding the three types of ABM: one-to-one, one-to-few, and one-to-many.
- The core principles and benefits of implementing an ABM strategy.
- Defining your Ideal Customer Profile (ICP).
- Techniques for building and validating your target account list.
- Prioritizing and tiering accounts for focused engagement.

Unit Two: Building Your ABM Strategy and Team

- The critical role of sales and marketing alignment in ABM success.
- Establishing a Service Level Agreement (SLA) between sales and marketing.
- Defining roles and responsibilities within the ABM team.
- Setting clear objectives and key performance indicators (KPIs) for your ABM program.
- Developing your ABM budget and resource allocation plan.
- Mapping the buying committee and key stakeholders within target accounts.
- Conducting in-depth account research and intelligence gathering.

Unit Three: Crafting and Executing Personalized Campaigns

- Developing your value proposition and core messaging for target accounts.
- The art of creating hyper-personalized content and creative assets.
- Mapping content to the buyer's journey for each key stakeholder.
- Orchestrating multi-channel, multi-touchpoint campaigns.
- Leveraging digital channels: email, social media, and targeted advertising.
- Integrating offline tactics: direct mail, executive events, and personalized outreach.
- Best practices for executing coordinated plays between sales and marketing.

Unit Four: The ABM Technology Stack and Enablement

- An overview of the essential technologies for a successful ABM program.
- Leveraging your CRM for account intelligence and tracking.
- Using marketing automation platforms for personalized nurturing.
- Exploring ABM-specific platforms for targeting, engagement, and measurement.
- The role of data and predictive analytics in account selection and prioritization.
- Enabling the sales team with ABM insights, content, and tools.
- Ensuring data privacy and compliance in your ABM activities.

Unit Five: Measurement, Optimization, and Scaling

- Defining the right metrics to measure ABM performance and impact.
- Moving beyond vanity metrics to track account engagement and pipeline velocity.
- Calculating the Return on Investment (ROI) of your ABM initiatives.
- Creating effective dashboards and reports for key stakeholders.
- Conducting regular program reviews to identify areas for optimization.
- Strategies for scaling your ABM program from a pilot to a full-scale operation.
- Fostering a long-term, account-centric culture within the organization.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can organizations maintain authentic, human-centric communication while leveraging data and automation for hyper-personalized ABM campaigns?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by focusing on the strategic integration of Account-Based Marketing as a core business philosophy rather than a standalone marketing tactic. While many programs concentrate heavily on software tools and digital execution, our curriculum prioritizes the foundational elements crucial for long-term success: deep sales and marketing alignment, the development of a robust Ideal Customer Profile, and the art of crafting genuinely resonant, personalized value propositions. We delve into the organizational dynamics and change management required to foster a truly account-centric culture. The methodology emphasizes practical application through realistic case studies and collaborative workshops, ensuring participants do not just learn theory but also build a tangible playbook they can implement immediately. Furthermore, the course content is structured to address the entire ABM lifecycle, from strategic planning and account selection to sophisticated measurement and scaling strategies. This holistic perspective provides a comprehensive understanding that empowers leaders to drive sustainable revenue growth by focusing their organization's resources on the clients that will have the most significant impact on their success.