B2B Marketing and Sales Alignment Strategy Training Course



26 - 30 Oct 2026

Amsterdam

5900 € (Per Person)

Ref: #MAR8866_144613

Course Introduction / Overview:

The disconnect between sales and marketing is one of the most significant barriers to growth in the B2B sector, leading to wasted resources, missed opportunities, and internal friction. This intensive training course is designed to bridge that gap, transforming two separate functions into a single, cohesive revenue engine. We will delve deep into the principles of "Smarketing," a term that encapsulates the essential alignment of sales and marketing processes, goals, and metrics. Drawing upon foundational concepts discussed in works like "Aligned to Achieve" by Tracy Eiler and Andrea Austin, this program moves beyond theory to provide a practical, actionable framework for integration. Participants will learn to create a unified customer journey, establish clear service level agreements (SLAs), and leverage technology to foster seamless collaboration. BIG BEN Training Center has developed this curriculum to empower organizations to break down silos, enhance lead quality, accelerate the sales cycle, and ultimately drive predictable, sustainable revenue growth by mastering B2B marketing and sales alignment. This course is the definitive guide for building a collaborative culture that places the customer at the center of a unified commercial strategy, ensuring every marketing effort directly supports sales success.

Target Audience / This training course is suitable for:

- Marketing Directors and Managers.
- Sales Directors and Managers.
- Business Development Executives.
- Account Managers and Executives.
- Product Marketing Specialists.
- Revenue Operations (RevOps) Professionals.
- Commercial Directors.
- Chief Marketing Officers (CMOs).
- Chief Revenue Officers (CROs).
- Startup Founders and Business Owners.

Target Sectors and Industries:

- Technology and Software as a Service (SaaS).
- Manufacturing and Industrial Goods.
- Professional Services (Consulting, Legal, Financial).
- Healthcare and Medical Technology.
- Telecommunications.
- Logistics and Supply Chain Management.
- Engineering and Construction.
- Governmental and Public Sector Agencies.

Target Organizations Departments:

- Marketing Department.
- Sales Department.
- Business Development Department.
- Customer Success and Account Management Teams.
- Product Management and Development.
- Executive Leadership.
- Revenue Operations (RevOps).

Course Offerings:

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

- Develop a unified B2B marketing and sales strategy with shared goals and KPIs.
- Define and implement a robust Service Level Agreement (SLA) between teams.
- Create a detailed Ideal Customer Profile (ICP) and buyer personas for targeted outreach.
- Master the process of lead scoring, qualification (MQL to SQL), and efficient handoff.
- Implement Account-Based Marketing (ABM) campaigns in collaboration with sales.
- Align content marketing strategies with the sales funnel to nurture leads effectively.
- Utilize CRM and marketing automation platforms to create a single source of truth.
- Establish effective communication protocols and feedback loops between departments.
- Analyze shared data and metrics to continuously optimize the revenue funnel.
- Champion a culture of collaboration and shared accountability for revenue growth.

Course Methodology:

The training methodology at BIG BEN Training Center is designed for maximum engagement and practical application, moving beyond traditional lectures to a fully immersive learning experience. This course utilizes a blend of expert-led instruction, interactive workshops, and collaborative problem-solving sessions. Participants will analyze real-world case studies of successful B2B sales and marketing alignment to understand the strategic implications of integration. A significant portion of the training is dedicated to hands-on activities, such as group workshops where attendees will draft a Service Level Agreement (SLA) and develop an Ideal Customer Profile (ICP) based on provided scenarios. Role-playing exercises will simulate the critical lead handoff process, allowing for practice and constructive feedback in a controlled environment. We foster a dynamic learning atmosphere where peer-to-peer discussion and knowledge sharing are encouraged. Continuous feedback from the instructor ensures that concepts are not only understood but can be confidently applied back in the workplace. This practical, results-oriented approach ensures participants leave with tangible skills and a clear roadmap for implementing a unified revenue strategy within their own organizations.

Course Agenda (Course Units):

Unit One: The Foundation of Sales and Marketing Alignment

- The Strategic Imperative for B2B Smarketing.
- Calculating the High Cost of Misalignment on Revenue.
- Understanding the Modern B2B Buyer's Journey.
- Defining Key Terminology: MQL, SQL, SAL, and Conversion Funnels.
- Mapping the End-to-End Customer Experience.
- Historical Barriers Between Sales and Marketing Teams.
- Establishing a Common Language and Shared Vision.

Unit Two: Building the Unifying Strategic Framework

- Defining the Ideal Customer Profile (ICP) Collaboratively.
- Developing Data-Driven Buyer Personas for Both Teams.
- Creating the Service Level Agreement (SLA): The Rules of Engagement.
- Setting Shared Revenue Goals and Key Performance Indicators (KPIs).
- Establishing a Joint Funnel and Pipeline Management Process.
- Aligning on Go-to-Market (GTM) Strategy and Messaging.
- Workshop: Drafting a Foundational SLA Document.

Unit Three: Integrated Lead Management and Nurturing

- Content Strategy for the Entire Sales Funnel.
- Implementing a Lead Scoring Model Accepted by Sales.
- The Art and Science of the MQL to SQL Handoff Process.
- Developing Effective Lead Nurturing Campaigns.
- Introduction to Account-Based Marketing (ABM) as a Joint Initiative.
- Leveraging Inbound and Outbound Tactics Cohesively.
- Ensuring a Closed-Loop Feedback System for Lead Quality.

Unit Four: Leveraging Technology for Seamless Integration

- The Role of CRM as the Single Source of Truth.
- Integrating Marketing Automation Platforms with CRM Systems.
- Building Shared Dashboards for Performance Transparency.
- Tools for Sales Enablement: Providing Content and Data to Sales Teams.
- Using Data Analytics to Identify Bottlenecks and Opportunities.
- Automating Workflows for Lead Assignment and Follow-up.
- Ensuring Data Hygiene and Governance Across Platforms.

Unit Five: Cultivating a Culture of Collaboration and Growth

- Structuring and Running Effective Smarketing Meetings.
- Establishing Clear Communication Channels and Protocols.
- Jointly Reviewing Pipeline, Performance, and KPIs.
- Creating a Shared Accountability and Compensation Model.
- Managing Conflict and Fostering Mutual Respect.
- Scaling the Alignment Strategy Across the Organization.
- Planning for Continuous Improvement and Future Trends.

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:

In an era of increasing AI-driven personalization, how might the traditional roles and responsibilities within sales and marketing need to fundamentally merge rather than just align?

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

This course distinguishes itself by focusing intensely on the practical implementation of a unified commercial strategy, rather than dwelling on abstract theories. While other programs may discuss the importance of alignment, this training provides the specific, actionable frameworks required to build it from the ground up. A core differentiator is our hands-on workshop approach, where participants do not just learn about Service Level Agreements (SLAs) and Ideal Customer Profiles (ICPs); they actively create them during the sessions. This ensures a deeper level of comprehension and provides tangible assets that can be adapted for their own organizations. Furthermore, the curriculum uniquely addresses the cultural and change management aspects of Smarketing, providing strategies for fostering collaboration, managing conflict, and establishing shared accountability. BIG BEN Training Center has designed this course to be a holistic solution, covering the critical intersection of strategy, process, technology, and people. It moves beyond siloed training for either sales or marketing to create a shared learning experience that directly mirrors the integrated environment it aims to build, making it a powerful catalyst for organizational transformation.