

Account-Based Marketing Support Programme



OVERVIEW

The Account-Based Marketing Support Programme is designed specifically for ITSMA programme members who are planning to implement an Account-Based Marketing (ABM) approach.

It is designed to provide ongoing face-to-face and telephone support from an ITSMA ABM consultant throughout the year long programme, for an ABM marketing individual in the Members team.

The Support Programme commences with the ITSMA Account-Based Marketing training course and workshop, which provides the basic skills and knowledge to start developing individual programs.

The Programme provides ongoing personal mentoring from an ITSMA ABM consultant which is delivered using twelve (12) monthly telephone calls aimed to assist the ABM Marketer in his or her roll-out of their ABM programme, guiding them through the separate phases of the ABM process.

Mentoring is supported with four (4) face-to-face reviews organized one per quarter. The Programme Reviews are designed to manage and guide the ABM marketer and their marketing team along the process, and ensure that the ABM methodology and approach is adhered to; picking up issues or problems that occur along the way.

The Support Programme also provides for an ITSMA ABM consultant to attend and facilitate one ABM Workshop with the Members sales and marketing team. This workshop would usually be arranged within the first three months of the Programme to kick-start the whole process or to commence the account selection process for ABM accounts. The workshop will be planned and organized by the Member, with guidance and onsite facilitation from ITSMA.

CONTACT US

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ABM SUPPORT PROGRAMME COMPONENTS & COSTS

The ABM Support Programme includes:

- ITSMA ABM Workshop and training course
 - One-day course for one individual
- Individual Programme mentoring
 - Twelve (12) monthly support calls
- Four (4), two-hour face-to-face reviews
 - Four (4) reviews, one per quarter
- Onsite workshop facilitation
 - One ½ day workshop facilitation; usually in the first or second quarter of the programme

Total ITSMA ABM Programme cost:

- Member.....£8,650.00
- Non-Member.....£8,900.00

For Members or Non-Members joining the ABM Support Programme immediately following attendance to the ITSMA Account-Based Marketing Workshop.

- Total ITSMA ABM programme cost (excluding training course).....£7,300.00

For members who wish to provide ABM programme support across their ABM marketing and sales teams, please contact ITSMA Europe to discuss your individual requirements.

All prices exclude VAT and any travel or miscellaneous expenses incurred during site visits which will be re-charged to the client at cost.

ABOUT ITSMA

As a membership organisation, we work with the world's leading technology, communications, and professional services firms to generate new business, strengthen customer loyalty, and increase brand differentiation. Through research, consulting, training, and community we provide the insight companies need to improve marketing impact, sales performance, and business results.