



B2B Marketing and Account-Based Marketing (ABM) Course: Buying Groups and Demand Generation

22 – 26 February 2027

Amsterdam - Zuidas business district hotel



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Introduction:

B2B marketing and account-based marketing ABM for buying groups and demand generation is a 5-day course for marketing staff serving industrial, technology, services and government-supplier organisations, ending with an ABM and Demand Generation Plan for a case B2B supplier. Many marketing units still chase single-contact lead volume while purchases are decided by buying groups, so sales rejects handed-over leads and priority accounts never engage. Nominees already run campaigns or marketing operations and learn through case studies on account, intent and pipeline data. CoreConcept Training Center delivers this B2B marketing and ABM course.

Course Objectives:

- Analyse how B2B buying groups form and decide, and baseline the unit's demand waterfall conversion and velocity
- Select target accounts using an ideal customer profile, firmographic and technographic fit and intent signals, and assign them to ABM tiers
- Design one-to-one, one-to-few and one-to-many ABM plays with role-based content and event sequences for each buying group
- Build a lead and account scoring model with MQL, MQA and SQL definitions agreed with sales
- Draft a sales and marketing service level agreement and report account-level pipeline influence to commercial leadership
- Produce an ABM and Demand Generation Plan for a case B2B supplier

Target Audience:

- Managers responsible for B2B marketing plans, budgets and campaign portfolios
 - Managers responsible for demand generation programmes and marketing pipeline targets
 - Managers responsible for account-based or field marketing aimed at priority accounts
 - Managers responsible for marketing operations, automation platforms and lead routing
 - Managers responsible for sales development teams that follow up marketing-sourced accounts
 - Managers responsible for product messaging and content written for business buyers
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Course Outline:

Day 1: B2B Buying Groups, Demand Landscape and Marketing Baseline

- B2B Versus Consumer Purchase Process and Buying Centre Roles
- Buying Group Role Matrix for Champion, Approver and Blocker
- Demand Waterfall Stages From Inquiry to Closed-Won Revenue
- Lead-Centric Versus Account-Centric Marketing Model Comparison
- Marketing Funnel Baseline Audit of Conversion and Velocity

Day 2: ABM Programme Types, Account Selection and Data Models

- Strategic, Lite and Programmatic ABM Type Selection Criteria
- Ideal Customer Profile Built From Closed-Won Account Analysis
- Firmographic and Technographic Fit Scoring for Target Lists
- Third-Party Intent Signals and Account Engagement Surge Scoring
- Account Tier Allocation Using Pareto Revenue Concentration Analysis

Day 3: ABM Plays, Content and Event Campaign Execution

- One-to-One Account Plan With Executive Insight Briefing
- One-to-Few Cluster Play Built on Shared Industry Problems
- One-to-Many Programmatic Advertising and Personalised Web Experiences
- Buying Group Content Map by Role and Journey Stage
- Field Event, Executive Roundtable and Webinar Follow-Up Sequences

Day 4: Lead Scoring, Sales Handoff, Pipeline Influence and Programme Risks

- Explicit and Implicit Lead Scoring Model With Decay Rules
- MQL, MQA and SQL Definitions With Rejection Reason Codes
- Sales and Marketing Service Level Agreement Design
- Account-Level Pipeline Influence and Opportunity Source Reporting
- ABM Failure Patterns Including Over-Tiering and Contact Data Decay

Day 5: Case Study and ABM and Demand Generation Plan

- Case Supplier Target Account List and Tier Assignment
 - Case Buying Group Map and Role-Based Content Plan
 - Case Play Selection and Quarterly Campaign Calendar
 - Case Scoring Thresholds and Service Level Agreement Draft
 - ABM and Demand Generation Plan Completion for Case Supplier
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Skills You Will Gain:

- Buying Group Analysis
- Account Tier Design
- Intent Signal Interpretation
- ABM Play Design
- Role-Based Content Mapping
- Lead and Account Scoring
- Sales-Marketing SLA Design
- Pipeline Influence Reporting

Why Attend This Course:

- Deliver an ABM and Demand Generation Plan to the marketing director and sales leadership for approval of next-quarter account coverage
- Decide which accounts receive one-to-one, one-to-few or one-to-many treatment using scored fit and intent criteria
- Avoid wasted budget and rejected leads caused by campaigns aimed at single contacts outside the buying group
- Brief campaign, content and sales development colleagues on shared scoring thresholds, handoff rules and tier definitions

Conclusion:

Back at work, the participant gives the marketing director and sales leadership an ABM and Demand Generation Plan they can use to agree target account tiers, fund plays and set handoff rules. Campaign, content and sales development teams work from the same buying group maps, scoring thresholds and service level agreement, so pipeline reviews discuss accounts rather than raw lead counts. After the first quarter of use, the unit should review tier engagement, MQL-to-SQL acceptance and account-level pipeline influence against the baseline and adjust tiers that underperform.

Frequently Asked Questions FAQ:

What should participants know before the B2B marketing and account-based marketing course?

Participants should already plan or run B2B campaigns, content or marketing operations and know their organisation's offer and customers. No data science background is needed. Bringing an anonymised account list, campaign results or a lead funnel report helps them apply the case work to their own market.

How does B2B marketing and account-based marketing training differ from social selling or marketing analytics courses?

This course designs marketing programmes for target accounts and buying groups, with scoring and sales handoff. Social selling courses train salespeople in personal network outreach, and marketing analytics courses build mix models and attribution methods; both appear here only where they touch account plays.

When should B2B marketing teams use account-based marketing instead of broad demand generation?

Account-based marketing suits markets where a limited set of accounts produces most revenue and purchases involve several decision roles. Broad demand generation still fills the wider funnel, so most units run both, with account tiers deciding how much personalisation each account receives.

What do participants take back from the B2B marketing and account-based marketing course?

Participants take back an ABM and Demand Generation Plan for a case B2B supplier, covering tiered target accounts, buying group maps, plays, a content and event calendar, scoring thresholds and a service level agreement ready to adapt to their own organisation.
