

BECOMING AN EFFECTIVE MARKETING LEADER

OVERVIEW

In this workshop you will explore the connections between your organization's strategic goals, your personal goals, and your strengths to develop and articulate your unique leadership style. Learn to increase your impact and effectiveness as a leader by purposefully leveraging your strengths and aligning your behavior with your strategic priorities.

Recommended for: Marketing leaders and professionals who want to increase their impact in the organization.

This workshop is appropriate for those new to people management roles, as well as those who want to develop a more effective leadership style..

Format: 2-day interactive workshop that builds on pre-work (CliftonStrengths™) and includes learning and application of tools with review and feedback.

OBJECTIVES

- Connect your unique strengths as a leader to action plans to achieve your strategic goals.
- Better integrate managing the business and managing people to increase your effectiveness as a leader.
- Quickly develop tactics for addressing conflict and challenges that leverage your strengths.

OBJECTIVES

- Your strengths as a leader, based on CliftonStrengths™. Recognizing your style by increasing your self-awareness as a leader.
- Connect business goals to personal strengths and develop effective approaches to removing barriers to success.
- Leadership Styles, Boss vs manager, Managing the business vs managing the people. Leadership literacies for the future..
- Articulating your style as a leader to drive change and growth in your organization

Custom Training Programs

All of our courses are available as custom in-house programs. Custom programs provide the opportunity to tune the content and delivery to the specific needs of the firm, often delivered in an action-coaching, team-based format. Action-coaching allows participants to bring real projects to the class or instructor discussion and feedback, resulting in an actionable time line and plan for implementation.

+1-814-863-2782 • WWW.ISBM.ORG • Email: ISBM@PSU.EDU

DATE:

October 15-16, 2019

TIME:

8:00 AM - 5:00PM

LOCATION:

Pittsburgh, Pennsylvania

RLA Learning & Conference Center
850 Cranberry Woods Drive
Cranberry Township, PA 16066

COST \$1,990

REGISTER:

<https://isbm.org/event/becoming-an-effective-marketing-leader/>

INSTRUCTOR

Becky Williams
ISBM Director & REALM Leadership

Becky is a skilled business and people leader, who specializes in helping individuals and organizations identify and execute leadership practices to achieve their strategic goals. Over a 38-year career in B2B automotive, electronics and aerospace segments, she developed processes, methodologies, and tools to accelerate business change to support growth. Since leaving LORD Corporation in early 2018 she has launched REALM Leadership, an executive coaching practice for B2B leaders. Her experience as an engineer, marketer, business unit and regional president (including 5 years living in Hong Kong) is the foundation for her insight to the challenges of B2B marketing leaders. Becky has an MBA with a focus in marketing and a BS in Chemical Engineering from Case Western Reserve University.

CUSTOMER EXPERIENCE STRATEGY & JOURNEY MAPPING

OVERVIEW

Discover how to design and develop a roadmap for a Customer Experience aligned with growth strategies.

Recommended for: Marketing, sales, technology, and product management professionals responsible for communicating the brand message to customers

Marketing managers, directors, and leaders responsible for making brand decisions and directing investments in winning and retaining customers.

Communications or marketing professionals responsible for developing and executing marketing plans for a branded portfolio of products/services.

Format: 2-day interactive workshop mixing learning and application of tools with review and feedback.

OBJECTIVES

Leading B2B marketers know the new battleground in competitive markets is the holistic customer experience, or CX. The time is past when companies can simply “market and sell” their way to continued success. The new route to organic growth is driven by delivering a winning experience across every touchpoint in the customer journey. Each interaction that takes place from innovation, to contact, to delivery, and to reorder should be designed and cultivated to meet customer’s needs with care and purpose.

This course will leave your teams with the knowledge and best practices for crafting a Customer Experience Strategy and Plan. Topics and best practices covered include:

- The role of Customer Experience strategy
- Customer (Buyer) Persona development
- Customer journey mapping
- Identifying customer experience gaps and value
- Building a CX roadmap and improvement plan
- Best practices for improving customer satisfaction and loyalty

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INSTRUCTOR

Ralph Cummins
President & Managing Director
EMM Group

Ralph is the President & Managing Director, EMM Group, strategy practice leader and global engagement lead for DuPont, Pfizer, Samsung, and other key clients. He was also Executive Director, Customer Experience Practice, CapTech Consulting; VP, Global Brand Strategy, Genworth Financial, and Director of Account Management, The Martin Agency.

DIGITAL MARKETING TACTICS

OVERVIEW

From strategy all the way through execution the marketer's world has become primarily digital. The Marketing Technology Landscape from the "Martech 5000" now has almost 7,000 different platforms that one could consider. Making sense of it all can be an overwhelming task.

Further, Nigel Fenwick from Forester has stated in his premier article on Digital Transformation that "By 2020, every business will become either a digital predator or digital prey. The predators, (he said) will achieve digital mastery in creating new sources of value for customers and the prey will be unable to evolve their business models until it's too late".

Is it too late for you? Probably not, but the sooner you can gain understanding of what is important, what is not and how to bring digital under control, the better it is for you, your organization and your customer base.

Recommended for: New marketers as well as those who have limited experience and don't have a handle on each aspect of digital, you will gain insight into the primary characteristics of effective digital marketing.

Even for those who have mastery or are a specialist in particular areas of marketing, this course will give you the high level overview needed to understand how it all fits together.

Format: 2-day interactive workshop.

CONTENT

- Criteria It all starts with an effective marketing strategy
- Digital Transformation: did you miss the boat? OR is there hope for you?
- Is B2B marketing the same as B2C marketing? HINT: "yes" and "no"
- Managing Digital Assets
- Demand Generation: the key to successful marketing
- The Marketing Audit
- The Buyer Journey
- Messaging
- Your Value Proposition – the most important thing
- Inbound Marketing
- Websites: Is this where you start?
- The Google Algorithm and Search Engine Optimization
- The keys to understanding Pay-Per-Click Marketing
- Mobile First – what does this mean?
- Why Video
- What about Social Media?
- Email Marketing: The key to keeping long-term prospects
- Why Analytics
- Return on Investment
- Feedback is of utmost importance

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INSTRUCTOR

Vince Kostelnik
President, Ad Ej Solutions Inc.

Vince has spent the last 31 years in the B2B and manufacturing arena in a variety of capacities, including 16 years selling, mainly high technology products and the most recent 15 years in a marketing advisory/consulting role. As a marketer, he believes that whatever approach you take with your target market, it is imperative that you develop a strategy first.

He has acted as a CMO/Project Manager and contributor in administering everything digital for his clients. He has also presented at a variety of marketing training workshops and boot camps for B2B organizations and clients. In addition, he is Google Ads Certified and is recognized as a Google Partner managing multiple B2B organization accounts.

Vince earned his BSBA degree in Accounting from Robert Morris College and spent his initial years in business as a Cost Analyst at the United States Steel Corporation.

THE ART OF SELLING

OVERVIEW

In this workshop a participant will learn best practices of interpersonal skills of effective consultative selling. By understanding the importance of selling with purpose, building customer rapport and establishing a professional presence.

Recommended for: This is a foundational B2B Marketing concept and workshop, appropriate for all marketing professionals responsible for communications, marketing and teams responsible for developing and executing market, sales, or other customer-directed relationships..

Format: 2-day interactive workshop mixing learning and application of tools with review and feedback.

OBJECTIVES

- Understanding features/advantages/benefits as they relate to proposing strategic solutions to customers.
- Identifying and adapting to common customer personality styles.
- Learning techniques for using strategic questions to uncover customer needs.
- Understand how to prospect, handle customer objections and using customer centric communication.

CONTENT

- The Softer Interpersonal Skills
- Pre-Call Planning
- Using Strategic Questions
- Strategic Sales Call Management
- Best Practice Consultative Selling

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INSTRUCTOR

Craig Apatov,
Founder & Managing Partner, Ascension
Growth & Innovation Strategies, Inc.

Craig leads the firm's sales enablement groups offering best practice consultative sales training and process management.

Apatov has 25+ years of experience in general management, strategic marketing, and business development in Fortune 100 companies including Con Agra Foods, Disney, Time Warner, Citibank, Mattel Toys, and the GMAC/Ally Bank.

He has delivered over 200 consultative sales training workshops globally across multiple industry verticals. He also drives the firm's sales compensation optimization programs and personally teaches clients how to better manage downstream sales accountability and processes using the Ascension proprietary Red Team program.

He holds a Bachelor's degree from the University of Florida and has done graduate work at the University of Southern California.

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