

BUSINESS MARKETING: STRATEGY & MANAGEMENT

Abuja (Head Office)
Bratim Training Nigeria
Sanusi Dantata House
Cadastral Zone AO
Central Business
District, Abuja Nigeria.
Tel: +234 (0) 9
2732187, 2730646

Kaduna
Old Cultural
Building, Nagwamatse
House,
Ahmadu Bello Way.
Phone: 08030408384

Lagos
29/32 African Church
Street,
Jungle Bus-stop,
Off College Road,
Ogba-Ifako.
Phone: +234 (0)1
4380620, 4720893

Offa
40 Olafa way, Offa.
Kwara State.
Phone: 08027653515,
08030408384

Dates
Sept 1-5 (Abuja)
March 3-7 (Lagos)

Course Ref
EE/M/01

Duration
1 Week

Fee
NGN 59, 500

This course focuses on the unique techniques required to successfully market products and services to an organizational buyer rather than individual consumers or households. Organizational customers can include “for profit” businesses, governmental bodies and “not-for-profit” institutions.

LEARNING OBJECTIVES

- The behavioral patterns of consumer organization
- How to develop a Product/service distribution system
- How to Value your offering and negotiate a contract
- Increase sales using enhanced communication methods as well as technological aids
 - Develop a successful Marketing plan.
- Value pricing and bid strategies.
- High stakes negotiation strategies for long term supply contracts.
- Designing and managing high performance sales organizations.
- Integrated marketing communication strategies.
- Using technology in product and supply chain management.
- Developing successful business marketing plans.
- Brand manager's perspective in designing powerful channel partners.

COURSE CONTENT

- An overview of B2B markets and organizational buying behavior.
- Crafting complex and profitable distribution systems, including e-channels.



- 🕒 **Morning Session I**
The first session of the day lasts two and half hours
- 🕒 **Tea Break**
A 30-minute tea break for relaxation, tea and light snacks
- 🕒 **Morning Session II**
The second session stretches into noon and only last one and half hours
- 🕒 **Lunch Break**
- 🕒 **Afternoon Session**
The third and final session lasts two hours
- 🕒 **Group Activity**
Participants interact in different group tasks



www.bratim.com
info@bratim.com