



Market

resonate with Buyers

Market teaches you to gain a thorough understanding of your buyers and how they like to buy, so you can create marketing plans that get results. Learn to use that information to prioritize resources effectively and build long-term plans that are credible, measurable and tied to corporate strategies.



Register for **Market** or find out how **Pragmatic Institute** can bring our training to you by visiting pragmaticinstitute.com or calling **480.515.1411** today.





Market

Who should attend?

Anyone responsible for setting go-to-market strategies

Included templates and checklists:

- Sales Goals
- Marketing Assets
- Marketing Programs Calendar
- Buyer Personas
- Marketing Metrics
- Buyer Persona Interviews
- Strategy Scorecard
- Marketing Plan

Increase Market Impact

Use market knowledge to influence behaviors and beliefs and maximize results.

Topics Covered:

- Build and measure product awareness
- Grow retention through customer-focused programs
- Increase revenue growth

Build Buyer Expertise

Understand who your buyers are and how they buy to create marketing programs that work.

Topics Covered:

- Create detailed personas for each buying role
- Discover and document the buying process
- Align your sales process to the buying process

Identify the Right Go-to-Market Strategies

Implement targeted strategies that deliver results.

Topics covered:

- Focus marketing programs on personas
- Detect and target current gaps
- Prioritize efforts that maximize impact

Gain Approval for Marketing Plans

Get funding and support for your marketing efforts.

Topics covered:

- Demonstrate market expertise to build credibility
- Identify risks to ensure organizational awareness
- Show how marketing plans align the goals of the company with the buying process of the market

Measure Effectiveness

Connect marketing plans to the metrics that matter.

Topics covered:

- Learn strategic metrics to track both customer acquisition and retention
- Measure and report your impact on the bottom line
- Calculate the return on investment



**PRAGMATIC
MANAGEMENT
CERTIFIED**

Attendees have the opportunity to earn certification at the end of this course.



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