training code: DM-B2B / marketing_sales_funnel / EN

Designing a B2B Marketing and Sales Funnel

This is a closed, dedicated training and workshop program designed to organize and optimize marketing activities across the entire sales funnel — from building brand awareness, through lead generation and nurturing, to sales support and customer retention.

The program is based on an analysis of the company's actual sales process and current marketing activities. During the training, participants work with their own examples, data, and business challenges to design a coherent full-funnel strategy in which the roles of marketing, sales, content, and communication channels are clearly defined.

The training is highly practical and concludes with a set of actionable recommendations that can be directly implemented within the organization.

Training recipients

The training is designed for marketing teams and joint marketing–sales teams in B2B companies, particularly Marketing Managers, Heads of Marketing, team leaders, and professionals responsible for marketing strategy and performance.
The program is intended for organizations that want to structure their marketing activities across the entire sales funnel and better align them with the company's sales objectives.

Benefits

- Understanding sales and marketing processes and the dependencies between them
- Identifying gaps and inefficiencies in current marketing activities

- Structuring and organizing marketing and sales processes
- Designing a sales funnel tailored to the organization’s needs
- Better alignment of marketing activities with the sales process and the customer buying cycle
- Clearly defining the roles of marketing and sales at each stage of the funnel
- Developing concrete recommendations and implementation directions

Training program

1. Introduction and Business Context
- The organization’s business and sales objectives
- Current customer acquisition model

2. Analysis of the Current Marketing–Sales Funnel
- Funnel stages vs. the actual sales process
- Customer touchpoints with the brand
- Identifying bottlenecks and gaps

3. Designing a Full-Funnel B2B Strategy
- Awareness, consideration, decision, retention
- The role of channels and content at each stage
- Marketing priorities across the funnel

4. Content and Channels in a Full-Funnel Strategy
- Content marketing as the foundation of the funnel
- Website, paid campaigns, and email marketing
- Lead generation and lead nurturing

5. Marketing–Sales Collaboration
- Defining MQL and SQL for the organization
- The lead handover process
- KPIs and performance metrics

6. Implementation Recommendations
- Short-term **quick wins**
- Long-term strategic development directions
- Next steps after the training

Expected preparation of the participant

Participants should have a basic understanding of the current marketing and sales activities carried out within their organization.

Duration

2 days / 12 hours

Language

Training: english
Materials: english