XCELERATE TRAINING INSTITUTE

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SALES AND MARKETING

B2B Marketing and Lead Generation Training Course

Attracting and Converting Business Customers Through Marketing

DURATION	LANGUAGE	FORMAT	COURSE CODE
5 days	English or Arabic	Classroom / Online	TTC-120

Upcoming dates

Dates	Venue	Format	Fee
4 – 8 Jan 2027	Live online	Online (live)	€1,200
8 – 12 Feb 2027	Cairo	Classroom	€3,600
17 – 21 May 2027	Casablanca	Classroom	€3,600
12 – 16 Jul 2027	Live online	Online (live)	€1,200
23 – 27 Aug 2027	Dubai	Classroom	€3,800
1 – 5 Nov 2027	Geneva	Classroom	€4,800

Register or ask a question

Online: x8ti.com/course/b2b-marketing-and-lead-generation-training-course/

+491631686678 · info@x8ti.com

B2B Marketing and Lead Generation Training Course

Introduction

Business buyers research online, compare suppliers and involve several decision makers before choosing. B2B marketing must educate, build trust and generate qualified leads that sales teams can convert.

This course covers B2B marketing strategy, buyer personas, content and account-based marketing, LinkedIn, events, lead nurturing and alignment between marketing and sales.

Learning Objectives

By the end of this course, participants will be able to:

- Understand B2B buyer journeys and decision making
- Build B2B marketing strategies and personas
- Generate leads through content, LinkedIn and events
- Apply account-based marketing
- Nurture and qualify leads with automation
- Align marketing and sales and measure results

Training Methodology

This course combines short expert presentations with practical exercises, case studies from the Gulf and international organisations, group discussions and work with real templates and tools. Participants are encouraged to bring examples from their own work so that the learning can be applied immediately.

Participants build a B2B lead generation plan for their own organisation.

Benefits for Your Organisation

- More qualified leads
- Shorter sales cycles
- Better alignment between marketing and sales
- Measurable marketing return

Benefits for You

- B2B marketing planning skills
- Lead generation techniques
- Account-based marketing knowledge
- Analytics skills

Who Should Attend

This course is designed for:

- B2B marketing managers

- Business development professionals
- Sales and marketing teams
- Product managers
- Entrepreneurs selling to businesses

Course Outline

Day 1: B2B Marketing Fundamentals

- How business buyers decide
- Buyer personas and buying committees
- Positioning and value propositions
- B2B marketing strategy
- Marketing in Gulf B2B markets

Day 2: Content and Digital Channels

- Thought leadership content
- LinkedIn marketing
- Websites and landing pages
- Search and paid advertising
- Webinars

Day 3: Account-Based Marketing and Events

- Account-based marketing
- Trade shows and events
- Partner marketing
- Personalised campaigns
- Case studies and references

Day 4: Lead Nurturing

- Lead scoring and qualification
- Marketing automation
- Email nurturing programmes
- CRM integration
- Handover to sales

Day 5: Measurement

- B2B marketing metrics
- Attribution
- Marketing dashboards
- Lead generation plan
- Presentations

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Registration Form

B2B Marketing and Lead Generation Training Course

Preferred dates: ..... Venue or online: .....

Duration: 5 days Language: .....

Please complete and email this form to us, or register online. We confirm your place and send the invoice within one working day.

Delegate information

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Official email: ..... Personal email: .....

Company information

Company name: .....

Address: .....

City / country: ..... VAT / tax number: .....

Person responsible for training & development

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Email: .....

Payment

☐ Please invoice me ☐ Please invoice my company

Signature: ..... Date: .....

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Email this form
info@x8ti.com

Register online
Open the course page