

Building Business-to-Business Marketing Skills to Get Marketing Back to Making Sales

The BMI Marketing Skills Assessment, Skill Builder, and Certification Program: The First and Only Marketing Execution Skills Training Program for Business-to-Business Marketing Professionals

Can you be sure that every member of your company's marketing department has the needed skills, know-how, and training to meet every marketing challenge, to develop new markets, launch new products, and generate profitable sales response for your company?

Now you can measure, develop, correct, and certify the marketing knowledge and skills required for success in business-to-business marketing, with the Business Marketing Institute's MSA/B/C professional development programs.

As a senior manager in a company selling products or services in a business-to-business marketplace, how can you be certain that your marketing staff possesses the sufficient level of knowledge and skill required to plan, develop, and execute the critical marketing programs required to generate higher sales for your company?

How can you prevent common problems in marketing programs, such as missed deadlines, ineffective marketing deliverables and programs, and marketing cost overruns due to poor or delayed execution, from causing lost sales and business opportunities?

The facts are that today's marketing education is strongly focused on consumer, *not* business-to-business, marketing. Selling complex products in business-to-business markets requires a completely different approach than the emotion-based marketing techniques used by multi-billion dollar consumer goods companies to sell toothpaste or laundry soap.

As a result, many marketing managers are insufficiently prepared to plan, execute, and manage marketing programs for companies selling their products in business-to-business, technical, and industrial marketplaces.

Moreover, many marketing and product managers may lack the prior business-to-business sales experience that was once required for promotion to business-to-business marketing management. Lack of B-to-B selling experience may often mean that marketing managers lack the knowledge and hands-on skill required to reach and motivate prospects in business-to-business marketing programs.



How Do Your Company's Marketing Managers Measure Up?

The Business Marketing Institute's Marketing Skills Assessment (MSA), Marketing Skills Builder (MSB), and Marketing Skills Certification (MSC) are the most effective tools available for helping you to assess and measure the background knowledge and skill levels of all marketing managers and staff in your company. Created by the Business Marketing Institute (BMI), the integrated BMI assessment and skill-builder tools work together to measure the mission-critical background knowledge required for success in business-to-business marketing, and provide targeted, extensive training to remedy areas where marketing skills can be improved.

The BMI's MSA/B/C system is the marketing profession's first objective skills assessment, skill building, and certification tool for the business-to-business marketing field, providing senior executives with an industry-standard measurement of their marketing staff's knowledge and skill levels, *and* the critical, targeted training program required to build the skills and competence required for success in business-to-business marketing programs.

BMI Marketing Skills Assessment (MSA): How Much Do Your Marketing Managers Know?

According to a survey conducted by a major Chicago-based HR consulting company, U.S. employers lose a total of \$105 billion each year by failing to recognize talent, be it for a job applicant or current employee.

The firm's conclusion: "The "mismatching of people to jobs is so widespread that it has created the illusion of a talent shortage." And, that "forward-looking companies are employing the use of tests to identify core competencies and specific behaviors they're looking for in new hires and future leaders."

The first module of the BMI professional development system, the **BMI Marketing Skills Assessment (MSA)**, measures the marketing manager's background knowledge, skill levels, and overall competency in the broad spectrum of marketing-related planning, development, execution, and management of virtually all of the most commonly-used projects and procedures used in business-to-business marketing.

The MSA module combines comprehensive, in-depth "best practices" marketing-related learning content with Web-based training to assess the respondent's background knowledge and essential skills required for on-the-job competency and success in business-to-business marketing.

The BMI MSA module measures specific, real-world knowledge that is valuable, relevant, and essential to business-to-business marketers, not generalized textbook marketing theories or principles. Marketing managers who take the MSA are tested for their knowledge and understanding of the practical marketing skills they must possess to adequately plan, execute, and manage marketing programs for companies selling their products to other companies in high technology, industrial, manufacturing, services, and other business-to-business markets.

The BMI Marketing Skills Builder (MSB) is a personalized training program for marketers that is custom-developed from the results obtained by the test-taker's performance on the MSA module. After the test-taker's most critical marketing knowledge gaps are identified by the BMI Marketing Skills Assessment, the test-taker is presented with an MSB program targeted to his or her individual needs, providing a customized training program that builds knowledge in the weak topic areas identified by the initial MSA. Research shows that this proprietary technique increases the speed of learning by at least 25%.

**BMI Marketing Skills
Builder (MSB): Targeted
Training for the Essential
Marketing Skills
Required for Today's
Business-to-Business
Marketing Professional**

With the MSB, marketing managers receive a custom-tailored training program that helps them significantly improve their business-to-business marketing execution and management skills, ensuring mastery of the information while requiring a minimum amount of time away from their essential day-to-day responsibilities.

Topics covered in the MSB include:

- **Marketing plan evaluation and development;**
- **Print advertising programs;**
- **Marketing deliverables: Copy, layout, and execution;**
- **Direct mail: Planning, testing, development and execution;**
- **Trade show planning, promotion, and execution;**
- **Web site development;**
- **Public relations;**
- **Market testing;**
- **Video and multimedia;**
- **New product launches, start-ups, and sales turnarounds**

When using the MSB, marketing managers can work quickly to close their marketing-related knowledge gaps at the question/answer level, or the broader topic level, where they can move sequentially through the content; or they can repeat the process to build their confidence, while graphically tracking their progress and improvement.

**BMI Marketing Skills
Certification (MSC):
Industry-Standard
Professional
Certification**

The third module, Marketing Skills Certification (MSC), is the professional certification examination of the Business Marketing Institute, the updated edition of the business-to-business marketing profession's oldest and most recognized professional certification standard for marketing managers.

MSC tests the marketing manager's background knowledge and skills assessed and developed by their use of the MSA and MSB modules in the MSA/B/C system. MSC tests for knowledge of the core "mission critical" skills required for professional-level competency in planning, development, and execution of business-to-business marketing programs.

A test-taker's passing-level test score on the MSC examination awards MSC certification, an industry-recognized credential for business-to-business marketing professionals. Marketing professionals who held accreditation with the BMA's previous CBC program (now replaced by MSC), earned an average 15% more than their non-certified contemporaries, according to a salary survey conducted by the Business Marketing Association in 2003.

While both the Marketing Skills Assessment (MSA) and Marketing Skills Builder (MSB) are study and practice tools used in preparation for the MSC examination, test-takers may elect to take the MSC examination without prior use of the MSA/MSB tools.

The BMI Marketing Skills Assessment and Marketing Skills Builder are based on the Business Marketing Institute's printed study guide, ***The Marketing Manager's Handbook***, the source content courseware for BMI's assessment, training, and certification programs. This study guide is a comprehensive 512-page desktop reference covering the practical, proven methods required for sales success in every type of marketing activity required in business-to-business marketing programs for companies in industrial, technology, and service markets.

The Marketing Manager's Handbook is included with the combined MSA/MSB skills assessment and skill-building program available from the Business Marketing Institute.

There is No Substitute for Knowledge

In Marketing, Inadequate Knowledge and Skill is Expensive

Companies waste millions of dollars on ineffective or poorly executed marketing programs that fail to generate sales response, or result in lost sales and business development opportunities.

In most cases, the blame for poor marketing performance lies with those directly responsible for executing the day-to-day projects in the company's marketing department, whether they be advertising campaigns, sales lead generation mailings, trade shows, sales support, Web sites, and the many other kinds of marketing projects executed by companies who sell their products in business-to-business markets.

Inadequate training and education can result in a lack of skill in executing key marketing tasks, leading to poor execution, and underperforming marketing projects—all of which ultimately lead to lost sales.

The cost of having your marketing managers receive the best available assessment and training to measure their knowledge and improve their marketing skills is far less than the cost of running marketing programs that fail to generate sales response. The Business Marketing Institute's MSA and MSB assessment and training programs are your least expensive tools for insuring the best possible training for your company's marketing staff.

In today's competitive markets, successful marketers are valued and rewarded by their knowledge rather than by their seniority or pedigree. And more than ever, they need the knowledge and tools to create and implement programs that will dramatically affect their company's bottom line. Companies must insure their marketing managers possess the specialized business-to-business marketing knowledge and execution skills required to implement successful, sales-generating marketing programs, and to prevent knowledge-related problems in marketing programs before they occur.

Hiring, promotion and program failures come with a lofty price tag for any company. Recruitment, training, and severance packages all factor in to just some of the costs associated with either over-inflated accomplishments, or minimized weaknesses in marketing management.

Knowledge and skill mean the difference between sales success and failure in your company's marketing program. And essential, relevant, targeted assessment and training can make a good marketing manager even more skilled, productive and successful in executing your company's marketing activities. The more useful, applied marketing knowledge and skills held by your marketing staff, the greater the chances they will develop and execute marketing programs that increase your company's sales, open new markets, and build your company's market share.

HOW IT WORKS

The BMI MSA/B/C Professional Development System

Using core content developed by the Business Marketing Institute, the three modules of the MSA/B/C System provide marketing managers and staff with an integrated, Web-based system to assess current marketing knowledge and skill, and a comprehensive training program in the principles, methods and skills required for effective business-to-business marketing execution, delivered in an efficient, convenient Web-based format

Skill-Building

Content helps marketing managers develop knowledge of the essential, real-world oriented principles, techniques, and skills required for success in business-to-business marketing

Each MSB unit can be re-taken up to three times, to build marketing execution skills

Unit	Review Status	Status	Date	Score
Unit 1: Principles of Real Marketing	Complete	11/2	88%	
Unit 2: Your Marketing Plan	Pending	11/2	90%	
Unit 3: Marketing Methods, Deliverables, and Media	Pending			
Unit 4: Copywriting	Pending			
Unit 5: Marketing Deliverables	Pending			
Unit 6: Direct Mail Planning	Pending			
Unit 7: Direct Mail Execution	Pending			
Unit 8: Direct Mail Execution	Pending			
Unit 9: Advertising Planning and Execution	Pending			
Unit 10: Sales Promotion and Design	Pending			
Unit 11: Web Site Execution and Launch	Pending			
Unit 12: Internet Research and Production	Pending			
Unit 13: Trade Show Planning and Execution	Pending			
Unit 14: Public Relations	Pending			

Questions are Answered

In multiple-choice format. Question preview feature allows you to view and advance to other questions in a unit. Online study guide content is instantly available online for ready reference to marketing topics covered in the MSA/B/C System

4. Market testing criteria for start-ups or re-launches in existing companies

(a) should match the expenditure of one of a market's competitors.

(b) can be awarded if the cost and the unit rights are the same as the competitor's.

(c) can be awarded if the cost and the unit rights are a multiple of the competitor's.

(d) can be awarded if the cost and the unit rights are a fraction of the competitor's.

Study Guide Reference: Principles and Methods of Marketing, 11th Edition, Chapter 12, Section 12.3, "Market Testing: A Market Testing Strategy for Start-Ups or Re-Launches in Existing Companies"

Improve Your Knowledge and Skill

by using the MSA/B/C System's results and review feature to review incorrectly-answered questions. Explanations are provided detailing why the given answer is incorrect, and why the correct answer best addresses the question being asked. Source citations in The Marketing Manager's Handbook are provided for additional study and reference

Question Review—review the question you selected below.

Question: The BEST way to market a company product is only be found by:

(a) using a market research firm.

(b) using a marketing research firm.

(c) using a sales force.

(d) using a direct mail campaign.

Correct Answer: (c) Using a sales force.

Explanation: The most effective way to market a company product is by using a sales force. A sales force is a group of people who are trained to sell a company's products. They are the most direct and personal way to reach potential customers. A sales force can provide valuable feedback from customers and help to build relationships with them. A sales force can also help to identify new market opportunities and to develop new marketing strategies.

Marketing Skills Builder (MSB)

and Principles (with Chapters 1, 2, 3)

Unit	Review Status	Status	Date	Score
Unit 1: Principles of Real Marketing	Complete	11/2	88%	
Unit 2: Your Marketing Plan	Pending	11/2	90%	
Unit 3: Marketing Methods, Deliverables, and Media	Pending			
Unit 4: Copywriting	Pending			
Unit 5: Marketing Deliverables	Pending			
Unit 6: Direct Mail Planning	Pending			
Unit 7: Direct Mail Execution	Pending			
Unit 8: Direct Mail Execution	Pending			
Unit 9: Advertising Planning and Execution	Pending			
Unit 10: Sales Promotion and Design	Pending			
Unit 11: Web Site Execution and Launch	Pending			
Unit 12: Internet Research and Production	Pending			
Unit 13: Trade Show Planning and Execution	Pending			
Unit 14: Public Relations	Pending			

Your Progress—(Mouse over to preview question below, click to display above)

= Current Question = Taken = Pending or Skipped

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30
31									

The market testing steps that a marketing professional can perform on his or her own in a start-up or new product launch...

The Marketing Manager's Handbook

Content utilized for the BMI MSA/B/C assessment, skills-building and certification system is derived from *The Marketing Manager's Handbook*, a comprehensive, 512-page desktop reference for marketing managers in trade, technology, industrial, service, and business-to-business markets.

This comprehensive reference covers all the key elements of planning, developing, and executing successful business-to-business marketing programs, providing marketing professionals with the proven, practical information and techniques required for the successful implementation of B-to-B marketing projects. The Marketing Manager's Handbook is the master study guide for the BMI MSA/B/C system, and is included with the BMI Marketing Skills Builder (MSB) and Marketing Skills Certification (MSC) learning tools.



And there is no better way to build this knowledge and skill than by using BMI's knowledge assessment and skill building tools, the industry's first and only standardized assessment and training systems for business-to-business marketing professionals.

Price Schedule

- **Marketing Skills Assessment (MSA)**
- **Marketing Skills Builder (MSB)**
- **Marketing Skills Certification (MSC)**

Price Schedule (price per test-taker; see below for corporate quantity discounts; prices subject to change without notice)

I: BMI Marketing Skills Assessment (MSA): \$95 (assessment module only)
Comprehensive business-to-business marketing knowledge and skills assessment system for marketing managers and staff. Identifies knowledge and mastery gaps across all significant business-to-business marketing techniques and methods.

II: BMI Marketing Skills Builder (MSA + MSB): \$595

Comprehensive, custom-tailored knowledge development course providing training in practical skills and tradecraft for business-to-business marketing professionals. Courseware is custom-developed for the test-taker to address knowledge gaps revealed by test-taker's completion of the Marketing Skills Assessment (MSA).

Includes the Marketing Skills Assessment (MSA) above, and one copy of **The Marketing Manager's Handbook** 512-page print study guide for the MSB.

Extra copies of **The Marketing Manager's Handbook** are available through the Business Marketing Institute at the special BMI price of \$31.95 (a 20% discount off the regular price).

III: BMI Marketing Skills Certification (Includes MSA + MSB + MSC): \$883

Combines MSA and MSB above with the BMI Marketing Skills Certification examination, the industry-standard marketing skills certification examination for business-to-business marketing professionals. Includes one copy of **The Marketing Manager's Handbook** 512-page print study guide.

Package price represents a discount of 15% off the combined MSA/B/C price.

IV: BMI Marketing Skills Certification (MSC only): \$349

Upgrade Options:

- Purchasers of the BMI Marketing Skills Assessment at \$95 above can upgrade to the Marketing Skills Builder by paying an additional \$500 (the difference in price between the MSA and MSB modules);
- Purchasers who decide to take the Marketing Skills Certification (MSC) examination without the Marketing Skills Builder (MSB), and who do not receive a passing score on the MSC may upgrade to the MSB by paying an additional \$246 (the difference in price between the MSB and MSC modules)

V: Corporate Discounts

10-Seat Corporate Rate (Includes MSA and MSB above): \$4,995;

Pricing for larger groups: Contact BMI for further details;

VI: MSA/B/C Study Preparation Course

One-day study preparation courses also available (5-seat minimum): Contact BMI for further details at **1-312-371-5663** or e-mail:

info@businessmarketinginstitute.com

Attention Training Professionals: Reseller opportunities available; contact BMI for further details

Core Content Overview: MSA/B/C

MARKETING SKILLS ASSESSMENT MARKETING SKILLS BUILDER MARKETING SKILLS CERTIFICATION

Content Area	Topic Highlights
Marketing: Planning and Principles	Role of salesmanship in marketing • Role of execution in marketing • Background training and knowledge requirements for marketing managers • Identifying and understanding key marketing principles and objectives • Reality in marketing • Creativity and the marketing process • Role of branding in B-to-B marketing • Importance of knowledge of “marketing tradecraft” for marketing managers • Developing your company’s marketing plan • Your marketing assessment • Most effective B-to-B marketing tools • Determining the marketing mix • Sample marketing plan • Budgeting for the marketing plan • Planning beyond your plan • The marketing mix: Determining your company’s best marketing media and tools • Common real-world marketing scenarios
Advertising and Marketing Deliverables: Content, Copy and Execution	Determining your product’s most compelling sales benefits • Sales copywriting approaches and presentation • Advertising: Planning and research • Debriefing your company’s sales reps • Competitive analysis and assessment • Identifying ads that work • Managing the copywriting process • Elements of effective advertising • How your prospects see your advertising • Graphic design and advertising • Calls to action and promotional appeals • Ad creative development and production • Copy, layout, and execution of effective ads and marketing deliverables
B-to-B Direct Mail: Planning, Testing, and Execution	Mailing list sources • Assessment and selection of mailing lists • Developing self-compiled mailing lists • Selecting third-party rented mailing lists • Direct mail package elements and selection • Determining the best mailing piece for a mailing • Outlining and writing sales letter copy • B-to-B direct mail premiums and promotions • Testing, response tracking, and analysis • Troubleshooting direct mail programs • Tactical direct mail projects for typical B-to-B applications • Sales inquiry generation using direct mail • Direct mail production: Timing and mechanics • Direct mail package selection, copy, and development
Trade Print Advertising: Planning, Development and Execution	Planning effective print advertising programs • Working with your ad agency • Determining ad page sizes, options, and frequency • Assessing and selecting publications • Testing new advertising programs • Trade media placement techniques • Ad positions and editorial placements • Production and tracking • Space reservations and submissions
Web Site Planning, Design, and Execution	Planning your company’s Internet strategy • The Web spectrum: Types of B-to-B Web sites • Web site navigation, design, and production basics for marketing managers • Keys to developing sales-oriented business Web sites • Web prototype development • Web site templates • Web multimedia options: Using Flash, video, and audio effectively • Developing B-to-B e-mail site newsletters and site visitor communications programs • Marketing materials and your company’s Web site • Testing, staging, and launching new Web sites
Trade Show Marketing: Planning, Production, and Execution	Evaluating trade show opportunities • Trade show timing and planning • Selecting optimal trade show booth sizes and locations • Pre-show planning, promotion and execution • Developing effective trade show backdrops, signage, and deliverables • Driving qualified prospects to your booth • Booth signage, video, and deliverables • Trade show logistics
Public Relations	How trade and industry news is made • Using PR in your marketing program • Deciding what makes news in your company • PR programs for typical B-to-B news events • Thinking like an editor • Press release writing basics for marketing managers • Developing media contact lists • Working with a PR firm • PR program execution
Video and Multimedia Planning, Production, and Execution	Typical B-to-B video applications • Elements of effective B-to-B video projects • How to select a video producer • Managing the video production process • Using video as a corporate marketing and sales tool • Writing the script: What marketing managers should know • Basic sales video script structure • Visual elements in sales videos
Marketing for New Product Launches, Start-Ups, and Turnaround Situations	Conducting a market gap analysis for new product launch or start-up • Examining what went wrong: Common causes of poor sales response • Troubleshooting and correcting problems in underperforming marketing deliverables and programs • Crisis marketing • Addressing product, distribution, and market size problems



For a free demo and more information:
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