

## **MKT 178 SALES-DRIVING B2B STRATEGY**

**The University of Texas at Austin**

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### **About Me**

I work with B2B startups and enterprises to capitalize on their most important opportunities to maximize their brand's reach in the market – Experimenting often to learn quickly. The result is creative, targeted marketing strategies that engage prospects and customers in a way that drives brand awareness and sales growth.

### **Project Highlights:**

- Corporate branding & messaging/positioning
- Go-to-market support for brand & solutions/products
- Buyer's Journey mapping & engagement strategy
- Account-based marketing strategies
- Integrated digital marketing campaigns (website, email, social, webinars, blog, video)
- Content marketing (ebooks, infographics, case studies, white papers)
- Customer engagement and referral programs
- Demand generation strategy & operations (from the ground up)
- Marketing automation implementation & optimization
- Conference programming & event marketing strategies

### **Office Hours**

By appointment. Over the phone, video conference, or happy to meet up for coffee.

### **Class Meetings**

Wednesday 5:00 - 8:00 p.m. — **please be on time always!**

Room CBA 5.328

**Course Description:** Unlike selling to consumers, Business-to-Business (B2B) sales have higher order values, longer sales cycles, and are often more complex. Understanding how sales and marketing work together to build sales pipeline and increase market reach is key to the success of B2B startups and enterprises alike.

This course will explore the fundamentals of sales-driving B2B strategies. We will dive into business activities that take place along the buyer's journey — from awareness to re-purchase — and all the moments along the way where sales and marketing collaborate to create and accelerate deals. From buyer persona alignment, to leveraging content marketing and automation to nurture prospects through the sales funnel.

**Materials:**

1. Laptop and whatever comes in it.
2. Your right and left brain.
3. Caffeine, water, snacks — 5:00 to 8:00 p.m. can be a drag and makes for hangry.

**Grading:**

- **Participation - 30 points**
  - Your body has to be in class but YOU have to be in class too. We only meet five times so being present is key to everyone getting the most out of this course.
  - Prepare, discuss to help the class learn together, bring questions for our guest speakers. Be as ready as you would be for a business meeting in the real world.
  - Class members will be assigned to bring marketing inspiration to the class every day to get our collective creative juices flowing.
  - You will receive 3 points for being physically present each class (x5) and 3 points for participating in each class (x5) = 30 points.
- **Activities - 20 points**
  - I expect us to be able to complete all activities in class, but you might end up taking some of them home to finalize and/or make sure you feel great about what you've put together.
  - I will require teams to send the completed week's activity to me via email each Friday so that I can provide comments and feedback in time for our next session.
  - You will receive 5 points for submitting your completed activities by Friday each week of the course, with the exception of week 5 when you will turn in your completed campaign = 20 points.
- **Campaign Presentation - 50 points**
  - On our final session together, teams will have time to present their final campaign to your peers as well as guests who will be playing the role of potential buyers.
  - The audience will have a rubric to determine how well the elements/assets of your campaign are able to move them (the buyers) along the buyer's journey.
  - You will receive 20 points for having completed campaign, and guests will score the effectiveness of your work on each of the six lifecycle stages on a scale of 1-5. The average of their scores will total a maximum of 30 points = 50 points.

Week	Topics	Activities
1 - Jan 22	Introductions.  Course kick-off.  Message house.	Choose an existing B2B solution for which you'll design a campaign over the course of the term. Develop Message House: <i>Why, Who, What, How, to What End?</i> Buyer persona cards.

	Buyer personas.	<b>Guest speaker:</b> <b>Gaby DeLeon &amp; Patrick Frasier</b> "A warm leads walks into a bar..."
2 - Jan 29	Overview of lifecycle marketing stages and "the funnel."  Awareness  Interest	Marketing Inspo. Review lifecycle stages. Outline buyer's journey for each. Develop content. Identify channels.  <b>Guest speaker:</b> <b>Sam Flores &amp; Casey McEnry</b> "Always Be Closing"
3 - Feb 5	Consideration  Purchase	Marketing Inspo. Review lifecycle stages. Outline buyer's journey for each. Develop content. Identify channels.  <b>Guest speaker:</b> <b>Vanessa Reding &amp; Monica Singh</b> "Outcomes Stories"
4 - Feb 12	Post-Purchase <i>Adoption</i> <i>Retention</i> <i>Advocacy</i>  Re-Purchase	Marketing Inspo. Review lifecycle stages. Outline buyer's journey for each. Develop content. Identify channels.  <b>Guest speaker:</b> <b>Lisa Roberts &amp; Kimberly Finkelman</b> "What worked, what didn't?"
5 - Feb 19	Reporting  Presentations	Student presentations to peers and a guest audience of potential buyers. Who will convert the most? Who will close the most?

### Honor Code

Any and all work should be entirely your own or your team's. Any incidence of plagiarism will be reported.

### McCombs Classroom Professionalism Policy

The highest professional standards are expected of all members of the McCombs community. Faculty are expected to be professional and prepared to deliver value for each and every class session. Students are expected to be professional in all respects.

The Texas McCombs classroom experience is enhanced when you:

- Arrive on time so that we can start and finish at the scheduled time. On time arrival shows respect for both fellow students and faculty and it enhances learning.
- Are prepared. Much of the learning in this class takes place during classroom discussions. When you are not prepared you cannot contribute to the learning process.
- Respect the views and opinions of your colleagues. Disagreement and debate are encouraged. Intolerance for the views of others is unacceptable.
- Use your laptop for class when you're in class. When you are surfing the web, responding to email, instant messaging, and otherwise not devoting your full attention to the topic at hand, you are doing yourself and your peers a major disservice.
- Mute your phones. Pretend you're in a movie theater or better yet, a business meeting. If you're expecting a call during class, let me know.

## **Important Notifications**

### **Students with Disabilities**

Students with disabilities may request appropriate academic accommodations from the Division of Diversity and Community Engagement, Services for Students with Disabilities, 512-471-6259, <http://diversity.utexas.edu/disability/>.

### **Religious Holidays**

By UT Austin policy, you must notify me of your pending absence at least fourteen days prior to the date of observance of a religious holy day. If you must miss a class, an examination, a work assignment, or a project in order to observe a religious holy day, you will be given an opportunity to complete the missed work within a reasonable time after the absence.

### **Policy on Scholastic Dishonesty**

The McCombs School of Business has no tolerance for acts of scholastic dishonesty. The responsibilities of both students and faculty with regard to scholastic dishonesty are described at <http://my.mcombs.utexas.edu/BBA/Code-of-Ethics>. By teaching this course, I have agreed to observe all faculty responsibilities described there. By enrolling in this class, you have agreed to observe all student responsibilities described there. If the application of the Statement on Scholastic Dishonesty to this class or its assignments is unclear in any way, it is your responsibility to ask me for clarification. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since dishonesty harms the individual, all students, the integrity of the University, and the value of our academic brand, policies on scholastic dishonesty will be strictly enforced. You should refer to the Student Conduct and Academic Integrity website at <http://deanofstudents.utexas.edu/conduct/> to access the official University policies and procedures on scholastic dishonesty as well as further elaboration on what constitutes scholastic dishonesty.

## **Campus Safety**

Please note the following recommendations regarding emergency evacuation, provided by the Office of Campus Safety and Security, 512-471-5767, <https://preparedness.utexas.edu/>:

- Occupants of buildings on The University of Texas at Austin campus are required to evacuate buildings when a fire alarm is activated. Alarm activation or announcement requires exiting and assembling outside.
- Familiarize yourself with all exit doors of each classroom and building you may occupy. Remember that the nearest exit door may not be the one you used when entering the building.
- Students requiring assistance in evacuation should inform the instructor in writing during the first week of class.
- In the event of an evacuation, follow the instruction of faculty or class instructors.
- Do not re-enter a building unless given instructions by the following: Austin Fire Department, The University of Texas at Austin Police Department, or Fire Prevention Services office.

Behavior Concerns Advice Line (BCAL): 512-232-5050 or on-line.

In case of emergency, further information will be available at:

<http://www.utexas.edu/emergency>.

## **Notification Regarding Recruiting Conflicts**

Conflicts occasionally arise between classes and the search for employment. We understand how important the job search process is to you, and McCombs provides many resources in support of career exploration and search. However, UT is first and foremost an educational institution. As such, education will take precedent whenever such a conflict arises.