

# Enabling Winning Teams

Account Based Marketing skills remain amongst the most in-demand from all B2B marketing organizations. Our blended learning and development approach will help you attract, retain, and develop winning teams.

[Learn more](#)



Our trainer just gets it,  
the insight, the knowledge  
– the team are really  
benefiting from hearing  
from such an expert!  
ABM Certification delegate.

## What We Do

We've trained over 2,500 marketers who have gone on to develop their careers and drive incredible growth for their organizations through our:

- Public ABM Certification & Mentoring Programs embedding world class skills at all levels
- Talent advisory services: capability assessments, organizational design and operational recommendations that can enrich marketing leadership with a growth and development mindset
- Private courses with custom learning programs designed to build specific skills and competencies

Momentum ITSMA pioneered ABM in the early 2000s and has worked since then with leading B2B professional services, technology and technology services, telecom and media firms to design and execute ABM strategies and programs. Our approach, methodology, and practical experience are the best in the business, and we've trained thousands of marketers towards market leading and award-winning ABM programs for more than a decade.



## Public Account-Based Marketing Courses available globally

Account-Based Marketing (ABM) delivers results. But how do you get started with ABM? How do you know you're developing a strategic ABM program and not just a glorified demand generation engine? Our courses are specifically designed for anyone who wants to have a better understanding of ABM and how it can help increase revenues, create new and stronger relationships, and build your organization's reputation.



[Getting the Certification]  
That's a real pleasure for me  
and makes me very proud,  
not only achieving the ABM  
Certification but also being  
part of the Alumni members  
community! Thanks a lot,  
to all of you for your help,  
support, comprehension,  
and competence!

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# Fundamentals of ABM

## Who should participate?

Momentum ITSMA's Fundamentals of ABM will help you build a strong foundation. We introduce our 7-Step Framework<sup>SM</sup> to entry-level marketers or more seasoned marketers new to the account-based approach, and foster the understanding of ABM; when and how to use it, select and prioritize the right accounts, and build the framework of an ABM strategy.

## After the course, you'll be able to:

- Understand the difference between ABM and traditional demand generation campaigns
- Select the right accounts for your program
- Understand what is driving accounts
- Identify and prioritize "plays" for your target accounts
- Profile stakeholders and create buyer personas
- Create customized value propositions
- Design and execute integrated sales and marketing campaigns
- Measure and communicate the impact made on reputation, relationships, and revenue growth

As with anything, after you have the fundamentals, you need to learn and practice to grow your program.

[Learn more](#)

# ABM Certification and Mentoring Program

Succeeding with ABM requires a rare blend of marketing skills, leadership capability, and business acumen. As more companies invest in account-based marketing, the shortage of skilled ABM'ers continues to present a challenge for program leaders.

Not just trained, but ABM Certified and with an action plan ready to go.

Our industry-leading ABM Certification and Mentoring Program provides an intensive, 90-day immersion in the methodology and skills that ABM'ers need to succeed.

[Learn more](#)

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Creating a multi-billion-dollar company from scratch and getting back to growth is a once-in-a-career challenge. Kyndryl is doing that with a focus on three 'A's, Alliances, Advanced Delivery and Accounts.

The third initiative made investing in ABM Education & Certification from Momentum ITSMA's Growth Academy as a 'must have' requirement.

Investing in ABM Certification for 40 marketers in 12 months has turbo-charged our ability to make an impact with our priority accounts. The practical blended learning and a consistent approach to ABM from the training, combined with access to valuable extra resources in Growth Hub sets up our teams to deliver and helps us stay true to 'The Kyndryl Way' by investing in our people and our customers.

**Andrew Fitzgerald**  
Vice President, Global Account Based Marketing at Kyndryl

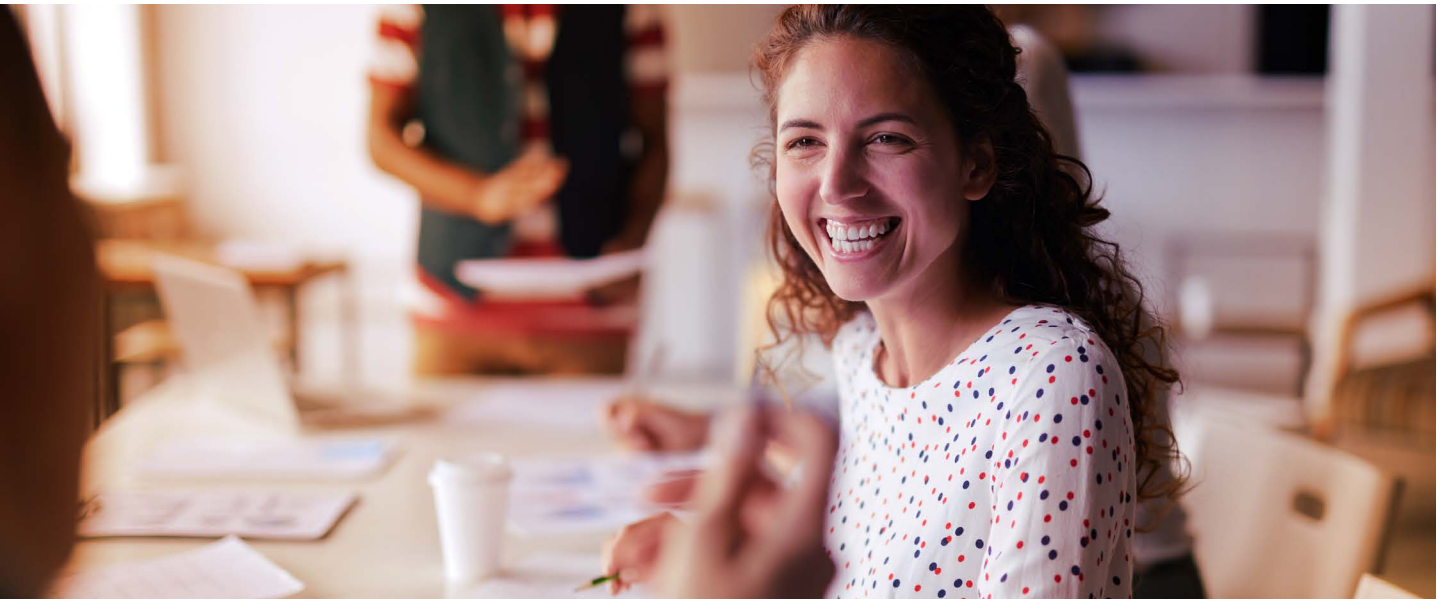
### Who should participate?

Momentum ITSMA's ABM Certification and Mentoring Program is designed for experienced, client-side marketing professionals who want to build their professional competency in ABM.

Our industry-leading course provides an intensive, immersion in the methodology and skills that ABM'ers need to succeed using the 7-Step Framework<sup>SM</sup> and utilising blended learning techniques to embed the skills and capabilities so you can have a measurable impact on your ABM organization.







### During the certification and mentoring program, you'll:

- Learn from top ABM experts
- Explore real-world case studies
- Participate in group discussions
- Network with peers facing similar ABM challenges

### Specifically, the program helps you learn how to:

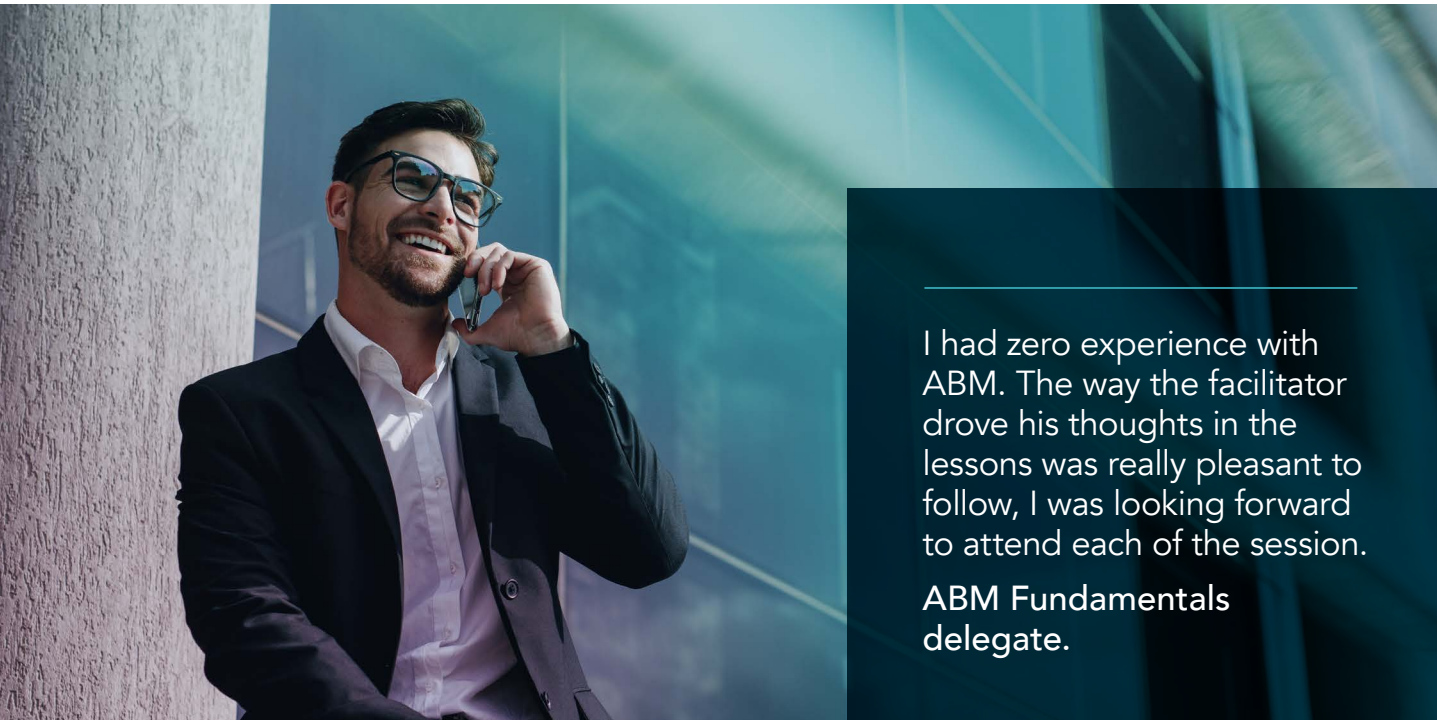
- Understand the value and impact of ABM, including the three distinct types of ABM (One-to-One; One-to-Few; and One-to-Many)
- Identify priority accounts for ABM
- Develop new insights into accounts
- Design targeted, differentiated propositions
- Craft marketing messages and campaigns that resonate
- Create and sustain deep, long-term relationships with executives

- Build client loyalty and intimacy
- Measure your impact in terms of reputation, relationships, and revenue in each account
- The program provides a unique opportunity to learn from top ABM experts, explore real-world case studies, actively participate in group work and discussions, and network with marketers facing similar ABM challenges

The program includes seven 2-hour, online sessions, three webinar interviews with ABM practitioners talking about their programs, and expert, on-the-job mentoring and coaching to create a robust ABM plan that's ready to go.

**Check out the course calendar to see when you could start**

[Learn more](#)



I had zero experience with ABM. The way the facilitator drove his thoughts in the lessons was really pleasant to follow, I was looking forward to attend each of the session.

**ABM Fundamentals  
delegate.**

## Taking it into your world.

Understanding the specific needs of your customer(s) is one of the things that differentiates Account-Based Marketing from traditional B2B marketing and we endeavour to solve for that by offering custom learning programs, where we can dive into your specific situations to develop something that is tailored to your needs but that is still based on our market leading frameworks, research and breadth of experience across a range of B2B marketing, not just ABM.

Our goal here is to help you with more specific organizational challenges and to build and enable your teams, develop the knowledge, leadership and capabilities required to build best-in-class growth programs.

Through our talent advisory services, we can create specific capability assessments, help with organization design and operational recommendations. We also run growth mindset workshops with leadership teams to accelerate growth strategies.

**Get in touch to find out more**

[Learn more](#)



# Get in touch to find out more

Guy Philips  
guy.philips@momentumitsma.com  
phone number

Get in touch