

Learning



Enabling Winning Teams

Account Based Marketing skills remain amongst the most in-demand from all B2B marketing organizations.

What We Do

We've trained over **2,000 marketers** who have gone on to develop their own 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 technology, telecom, and services 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 from and towards award-winning ABM programs for more than a decade.

"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!"

ABM Certification delegate.

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 actually developing a strategic ABM program and not just a glorified demand generation system? 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:



Fundamentals of ABM

Who should participate?

Momentum ITSMA's Fundamentals of ABM will help you build a strong foundation. We introduce our 7-Step FrameworkSM to new account-based or entry-level marketers and foster the understanding of; when and how to use ABM, select the right accounts, and practice the framework to building 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



Learn more



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, ABM certified with an action plan ready to go

Our industry-leading ABM Certification and Mentoring Program provides an intensive, immersion in the methodology and skills that ABM-ers need to succeed. The program includes six 2-hour, online sessions, four follow-on webinars, and expert, on-the-job mentoring and coaching to create a robust ABM plan that's ready to go.

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 ABM Certification and Mentoring Program provides an intensive, immersion in the methodology and skills that ABM-ers need to succeed using the 7-Step FrameworkSM 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.

Check out the course calendar

Taking it into your world

Understanding the specific needs of the customer is one of the things that differentiates Account-based marketing from traditional 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 ABM - 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.



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



Get in touch to find out more

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Get in touch

Achieving