B2B Career Acceleration Module

How to Successfully Sell and Market Products and Services in a B2B Marketplace

Ron Hess
Keith Sullivan
Keith Sullivan

Sientra, Inc., Board Member

Zeltiq Aesthetics
Chief Commercial Officer & President NA

Medicis Pharmaceuticals

Reliant Technologies
B2C

B2B
**B2C Marketing**

Exchange of goods, services and ideas among households/individuals.

*Customer in a B2C Environment*

Understanding Household/Individual Buying Behavior

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**B2B Marketing**

Exchange of goods, services and ideas among companies.

*Customer in a B2B Environment*

Understanding Company Buying Behavior
Is the B2B CAM Right for You?

Anyone interested in ...

- Marketing field in general
- Supply chain interests
- Technology/New Innovations
- Business Services
- Selling/sales management
- Strong job opportunity
What Can You Gain from the B2B CAM?

Appreciation for the B2B market environment and its unique characteristics.

Understanding of B2B marketing fundamentals (makes you a better marketer and a better hire).

Enhance your ability to tackle real-world problems that companies experience.
Teaching Techniques Applied:

- Lectures
- Discussion
- Guest lectures
- HBR case discussions
- Case Exam
- Visits to global and innovative companies
- CAM trip to IBM, Cisco, RedHat, Lenovo and others,
- Semester-long “Live” case (Actual Company Challenge),
- Presentations of problem/case solutions.
Marketing Mix Decisions

Customer Satisfaction
Customer Retention
Customer Profitability

Assessment and Adjustment

Situation Assessment

Customers
Company
Context
Competition

Market Selection

Segmentation → Targeting → Positioning

Marketing Mix Decisions

Products
Promotion / People
Price
Place

Customer Management

Assessment and Adjustment

Targeting
Segmentation

Positioning

Competition

Context

Company

Customers
Good Luck. Happy to Answer Questions