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COURSE BROCHURE

Business-to-Business Growth Strategy and Account Selection Training Course

8 – 12 November 2027
Munich

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Business-to-Business Growth Strategy and Account Selection Training Course

Ref: 3080_117038 **Date:** 8 – 12 November 2027 **Location:** Munich **Fees:** 5600 GBP

Business-to-Business Growth Strategy and Account Selection is a 1-week training course for commercial directors and business development managers who decide where a supplier grows, and it ends with a target account growth plan. Buying groups are larger, sales cycles are longer and margins are thinner, so choosing which customers to pursue now shapes revenue more than effort alone. Jupiter Prime Training runs this course on business-to-business growth strategy.

Why Business-to-Business Growth Strategy Matters Now

Three forces shape business-to-business growth strategy today. Procurement teams have consolidated their supplier lists and now judge vendors on measurable contribution. Buying committees research independently long before they speak to a salesperson, so the first conversation often starts late. Finance leaders want every growth bet tied to cost-to-serve and contribution margin. A supplier that selects accounts with discipline concentrates scarce specialist time where lifetime value is highest; one that chases every opportunity spreads resources thin and discounts to win. The course rests on account segmentation, pipeline economics and offer design.

Who Gains Most from Business-to-Business Growth Strategy

- Leaders accountable for revenue targets across regions or product lines
- Managers who decide which prospects receive specialist pursuit resources
- Heads of key customer relationships responsible for retention and expansion
- Commercial finance partners who model margin and cost-to-serve by customer
- Offer and pricing owners who shape propositions for distinct buyer groups

Commercial leadership groups gain most when sales, account management and commercial finance attend together and leave with one shared view of target customers.

Business-to-Business Growth Strategy Capabilities

Participants turn customer lists, win rates and margin figures into deliberate choices about where the next unit of selling effort goes.

- Assess each customer segment for attractiveness and ability to win — portfolio choices
- Calculate pipeline coverage, conversion and deal velocity — quarterly revenue forecasts
- Weigh expansion, new logos and retention as growth levers — leadership investment debates
- Design differentiated offers for priority buyer groups — proposition owners
- Build an account scoring model with clear thresholds — sales capacity allocation
- Communicate account selection logic to sales teams — frontline pursuit decisions

Key Business-to-Business Growth Strategy Terms

- Ideal customer profile — a description of the firm characteristics that predict a profitable, lasting customer relationship.
- Share of wallet — the portion of a customer's total spend in a category that one supplier captures.
- Cost-to-serve — the full cost of selling to, delivering for and supporting a particular customer over a period.
- Pipeline coverage — the ratio of qualified opportunity value to the revenue target for the same period.
- Buying group — the set of people inside a customer organisation who influence, approve or block a purchase.
- Whitespace — products or services a current customer could buy from the supplier but does not yet.

Business-to-Business Growth Strategy Day by Day

Day 1: Market Forces and Growth Ambition

- Supplier Consolidation Trends — How Buyers Now Shortlist Vendors
- Growth Ambition Gap Analysis — Revenue Target Versus Current Trajectory
- Customer Lifetime Value Estimation — Which Relationships Deserve Long-Term Investment
- Buying Group Mapping — Who Influences Approval in Complex Purchases
- Competitive Position Review — Where Rivals Are Strong or Exposed

Day 2: Segmenting Customers and Selecting Accounts

- Firmographic and Needs-Based Segmentation — Grouping Customers by Buying Behaviour
- Ideal Customer Profile Definition — Criteria That Predict Profitable Wins
- Attractiveness Versus Ability-to-Win Matrix — Prioritising Segments for Pursuit
- Account Scoring Model Design — Ranking Named Prospects Against Thresholds
- Cost-to-Serve Analysis — Exposing Customers That Erode Contribution Margin

Day 3: Pipeline Economics and Growth Levers

- Pipeline Coverage and Conversion Ratios — Testing Forecast Credibility
- Deal Velocity Measurement — Spotting Stalled Opportunities Early
- Win-Loss Pattern Review — Learning Why Bids Succeed or Fail
- Expansion Versus New Logo Trade-Off — Balancing Growth Lever Investment
- Whitespace Mapping — Locating Cross-Sell Potential Within Current Customers

Day 4: Offer Design for Priority Buyer Groups

- Value Hypothesis Building — Linking Supplier Capability to Customer Outcomes
- Tiered Offer Architecture — Matching Service Levels to Segment Needs
- Commercial Terms Structuring — Protecting Margin While Winning Commitment
- Sales Capacity Allocation — Assigning Specialist Time to Priority Accounts
- Channel and Partner Role Definition — Reaching Segments Not Covered Directly

Day 5: Practising the Target Account Growth Plan

- Applied Segment Prioritisation — Confirming Target Groups From Day Two Scores
- Applied Pipeline Model — Sizing Revenue Needed From Each Segment
- Applied Offer Fit Test — Matching Day Four Offers to Targets
- Growth Plan Peer Challenge — Stress-Testing Assumptions With Fellow Leaders
- Target Account Growth Plan — Completing Targets, Levers, Offers and Measures

Applying Business-to-Business Growth Strategy After the Course

- Run the account scoring model on the current customer and prospect list and agree a ranked pursuit list with sales leaders.
- Hold a pipeline coverage review for the next two quarters and reallocate specialist time towards the highest-scoring segments.

Business-to-Business Growth Strategy Questions FAQ

What is business-to-business growth strategy and why does it matter now?

Business-to-business growth strategy is the deliberate choice of which customer segments, accounts and offers a supplier pursues. It matters now because buyers have consolidated suppliers and finance leaders expect growth bets to protect margin, so unfocused selling effort is expensive.

Which roles gain most from business-to-business growth strategy training?

Commercial directors, business development managers and heads of key customer relationships gain most. Commercial finance partners and offer owners also benefit, because account selection depends on margin data and propositions as much as on sales activity.

How does a business-to-business growth strategy course differ from a sales skills course?

A business-to-business growth strategy course decides where to sell, not how to run a sales conversation. It works at portfolio level with segmentation, pipeline economics and offer design, whereas a sales skills course builds individual questioning, negotiation and closing techniques.

What do you bring back from business-to-business growth strategy training?

You bring back a growth plan for your priority customer groups. It holds a ranked account list, a pipeline model by segment, chosen growth levers and offers matched to each buyer group.

Business-to-Business Growth Strategy: The Way Forward

The target account growth plan first informs where specialist selling time goes next quarter. Commercial directors use it to set segment targets, account managers use it to sequence expansion conversations and finance partners use it to track contribution. After its first cycle, revisit the scoring thresholds against actual win rates and cost-to-serve.