



## FOR IMMEDIATE RELEASE

UK B2B Marketers now able to get a seat at the strategy table .

**March 4<sup>th</sup> 2010, London, UK –, Biz-Builders** is pleased to announce that MathMarketing 's highly-regarded B2B marketing training, Funnel Academy, is returning to the UK in April 2010.

Delivering the module *How to Set Strategy for Business Markets* will be none other than B2B marketing guru, Hugh Macfarlane. Macfarlane is Founder & CEO of MathMarketing, author of the *The Leaky Funnel* and hundreds of articles, white papers and ebooks on the subject of B2B growth.

His co-deliver is John Sweeney, founder of Biz-Builders. A UK company focused on B2B lead-generation and marketing automation services.

Following the announcement of this 2 day master-class and workshop Biz-Builders Director John Sweeney said 'MathMarketing' offers a B2B sales marketing methodology tha has been proven across Europe, North America and Asia by the world's leading companies. I'm especially excited to be working with Hugh given his knowledge and experience of aligning Sales and Marketing teams.

Thousands of Marketers and over 260 companies have already benefitted from MathMarketing Funnel Academy. MathMarketing is already supporting the growth of global growth success stories like Cisco, SAP, and Trend Micro.

**Funnel Academy:** How to Set Strategy for Business Markets

**Date:** 20 – 21 April, 2010

**Time:** 9.00am – 5.30pm

**Venue:** Holiday Inn London – Kingston South, Portsmouth Road, Surbiton, Surrey

**Registration:** £1100.00 per person

**To register, please go to** <http://www.mathmarketing.com/uk-funnel-academy>

Benefits for B2B marketers include:

- ▶ A comprehensive overview of the skills all B2B marketers need to set strategy and translate it into action;
- ▶ A proven framework for demand generation;
- ▶ A series of practical how-to steps based on the theory of renowned thought leaders like Collins, Porter, Moore, Ries, BCG, and McKinsey;
- ▶ The insights gained by Founder Hugh Macfarlane (author of *The Leaky Funnel*) from work he has done with leading businesses around the world; and
- ▶ The opportunity to bring this content back to your own business, via workshops, ensuring a real impact long after the training has ceased.

Past participants have said:

- ▶ *"This is the best course with the most useful content I have attended."*

Kellie Randrup, Marketing Communications Manager

- ▶ *"The positive effect of my team all talking the same language is already working and the course is only just over. Excellent."*

David Liff, VP Marketing

- ▶ *"Hugh's vast knowledge of B2B marketing helps clarify the complex art of effective marketing."*

Andy Cooper, Country Marketing Director



---

### How to Set Strategy for Business Markets

Many marketing professionals have big goals, but just don't get a voice when it matters. *How to Set Strategy for Business Markets* outlines how to get a seat at the strategy table; and earn the right to stay there.

It details:

- ▶ How to set, and guide, the overall strategy for the whole business. You need it to accelerate quickly from its current position, leave its competition for dead and be strong enough to last the distance.
- ▶ How to set the go-to-market strategy for your products and services. This includes deciding how much effort to give each (and which to get rid of), how to balance your portfolio and how to alter your strategy when the market changes.
- ▶ How to select and evolve your product, pricing, segmentation, channel and tactics with the market; because a great strategy for one market can be a dud for the next.
- ▶ How to translate your strategy into a clear plan, and then into action; because you need to drive your killer strategy home with an execution to match.

### How to book

**To register online, go to [Register for the UK Funnel Academy](#)**

**To register via phone please contact Biz-Builders:**

- ▶ Email: [info@biz-builders.net](mailto:info@biz-builders.net),
- ▶ +44 (0) 0207 0961835