



KNOWLEDGENCE

— ABM GRADUATE SCHOOL™ —

**READY TO TAKE
YOUR ABM
MARKETERS TO
THE NEXT LEVEL?**

**Advanced Programs for
Dynamic Growth**

Delivering Practical, Hands-on, Actionable Knowledge

“One of the most valuable contributions to our ABM community is the continuous education. I personally found great value in the Grad School sessions.”

- Senior ABM Field Marketer



Program Highlights

- **Three Advanced Designations:** Expert, Mastery and Leader
- **Courses:** Mix of required & elective courses
- **90 minute sessions** with hybrid delivery
- **Delivers** interactive experience, group discussion, tools, templates, and curated resources
- **Customizable electives** to integrate your organization's ABM environment, tools and processes

Topics Covered

Deep Dives (1to1 & 1toFew) | C-Suite | Strategy & Tactics Integration | ABM & Account Plans | Account Team Partnership | Pursuits | ELAs | Best Practice Showcases | Client Engagement | Pipeline Pressure | New topics added quarterly

Benefits

- Move from ABM methodology to practical, implementable ABM application and “level-up”
- Improve alignment of marketing & sales strategies and tactics
- Leverage both external and internal best practices and get “under-the-hood”
- Designed to deliver value to both newly ABM certified marketers as well as experienced ABMs
- Options to right-size your organization's program

Book a Conversation: [Calendly.com/lisadennis](https://calendly.com/lisadennis)

[ABMgraduateschool.com](https://www.abmgraduateschool.com)