

inflexion | **abm academy™**

Welcome to the ABM Academy

Designed, developed and delivered
by practitioners, for practitioners

Contents



The experienced Inflexion team of practitioners trained our global team of ABM-ers, our regional and industry marketers, and our marketing leadership team. We've seen real value from the training and it has helped us look differently at our marketing approach and how we engage with clients. Having a community, with everyone aligned to our goals and our way of working, has accelerated our impact.

Rachael Bell
VP Global ABM, NTT DATA, United Kingdom

- 01** Welcome to the ABM Academy
- 02** The competencies you need for ABM
- 03** Our professional development framework
- 04** Four ways to learn
- 05** Our range of courses
- 06** Our faculty of experienced practitioners
- 07** Showcase your success
- 08** Get started

I'm delighted that you're considering building your skills with the ABM Academy.

For more than two decades, I've been researching and developing account-based marketing (ABM) as a marketing practice, capturing much of what I've learned in my series of books for Kogan Page.

Since 2021, I've brought together some of the best global programme leaders and practitioners in Inflexion Group to support the evolution of this marketing discipline around the world. Not only do we work with clients to solve some of the most pressing challenges in applying ABM to drive sustainable growth, we scope areas for future research, build new thought leadership, and develop the professionalism of everyone who wants a career in ABM.

Whether you decide to follow a self-directed learning path with our range of on-demand modules, attend one of our public training courses, or collaborate with us to develop a custom course for your team, we're here to help. We even offer a mentoring service for more focused and personalised career development. All of our courses lead to public accreditation, including digital credentials via Credly.

We want you, your organisation and your customers to be successful.

Thank you for choosing Inflexion Group.



Bev Burgess
Chief Executive





After completing the course, I feel a new energy for ABM and I cannot wait to put my new learnings into action.

Laura Lidster
Head of Account-Based Experience, Sana Commerce, United Kingdom

The competencies you need for ABM

From our personal experience and our work with clients, we know that great ABM-ers have a mix of technical marketing skills and soft skills. So, our courses are designed to help you to develop both as you build your career.

Think of us as your professional development partner. We'll keep you up to date with the latest trends, strategies, and best practices in ABM, ensuring you're always honing your skills and staying at the forefront of this exciting field.

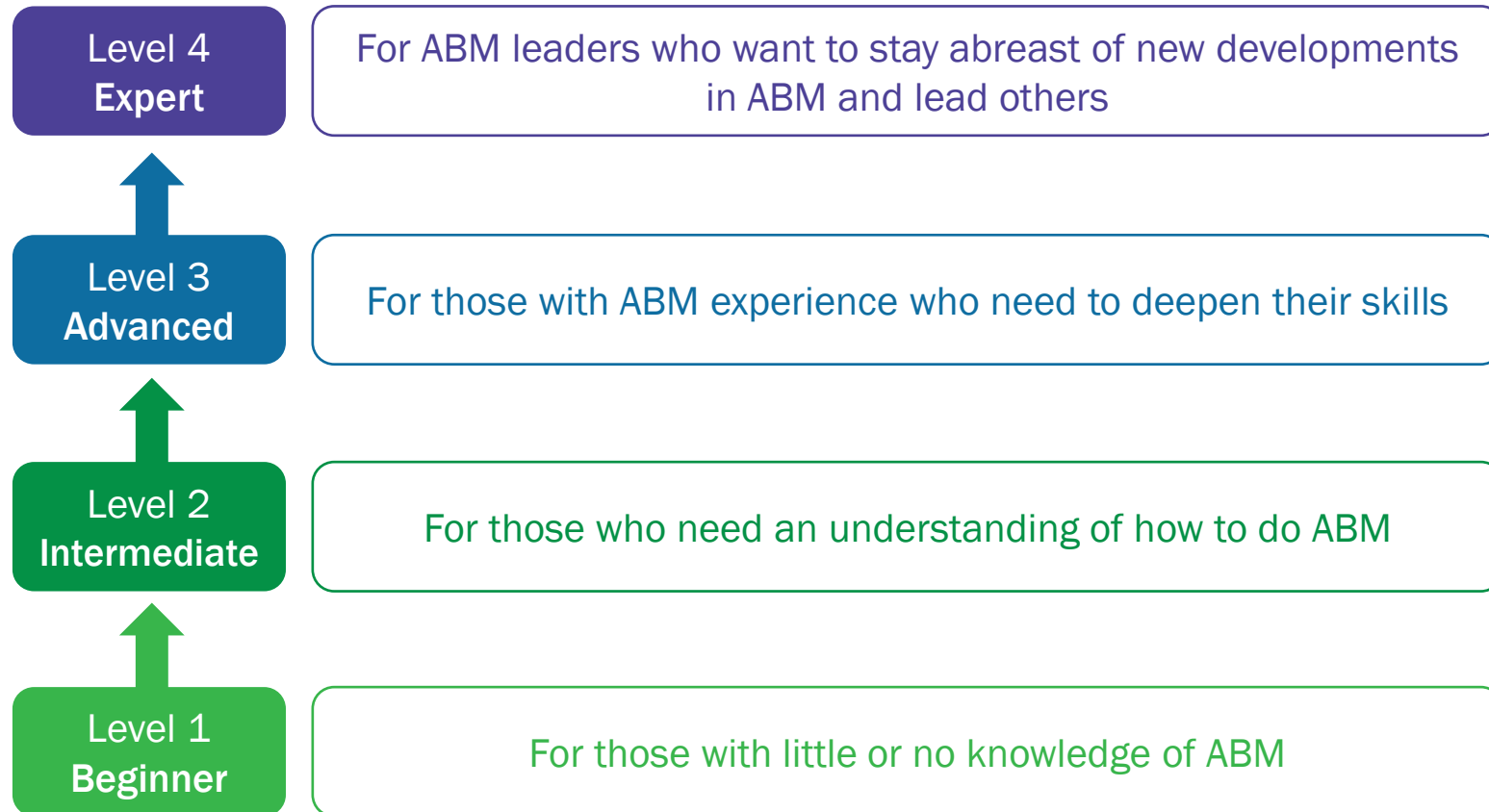
Building your ABM capability

Developing a mix of technical marketing and soft skills

Technical marketing skills		Soft skills	
Insight development Uses secondary research methods to build actionable insight, leveraging both external and internal data to identify market trends, industry dynamics, competitor analysis, account profiles and stakeholder analysis. Uses primary research when applicable to uncover new insights about accounts and stakeholders.	Messaging development Creates tailored messaging to position your company appropriately in the minds of stakeholders. Able to craft differentiated, client-specific value propositions, making sure that the value propositions going into an account are aligned with each other and with the overall strategy, building into a cohesive proposition hierarchy.	Commercial acumen Understands your company's strategy and business model, including the levers that make the company commercially successful. Able to understand the business model and drivers of ABM accounts.	Collaboration Has a collaborative style and builds relationships across teams to achieve objectives. Is able to give and receive feedback to improve team performance. Takes a client-centric view, bringing together the whole of your company for the benefit of the client.
Campaign planning and activation Leverages existing marketing assets and programmes creatively to meet the specific needs of the account, as well as creating new account-specific content and campaigns. Leverages martech tools to engage stakeholders.	Marketing performance management Sets objectives for ABM accounts and leverages martech tools to identify data that can be used to track performance. Tracks campaign performance and adapts to maximise impact. Manages marketing budgets effectively to execute ABM activities with a positive return on investment.	Facilitation Able to facilitate meetings and workshops to develop target outcomes. Uses open questions to encourage team members to share their views and expertise.	Personal influence Able to communicate with impact and influence stakeholders at all levels in the organisation. Manages own energy levels, demonstrates empathy and uses active listening to quickly build rapport.

Four levels of professional development

Supporting you as you build your career in ABM



Our professional development framework
Our courses are developed by experienced professionals who truly understand today's business challenges. We focus on practical, real-world solutions – no fluff, just the essential skills you need to thrive. Whether you're new to ABM or an experienced pro, we have the right course for you.

We offer four levels of learning to help you grow at your own pace, supporting you as you build your career in ABM.



Thank you once again for this insightful and inspiring training.

Sarah Jugovic
Head of Account-Based Marketing,
EMEA-LA, Informatica GmbH,
Germany

4

ways to learn

We believe learning should fit your goals, your schedule and your style. That's why we offer a variety of flexible options to help you grow and succeed.

Want to learn at your own pace? Our on-demand modules let you dive in anytime, anywhere.

Prefer a more interactive experience? Join one of our live public training courses and connect with like-minded professionals.

Need something tailored just for your team? We'll work with you to design a custom course that fits your exact needs.

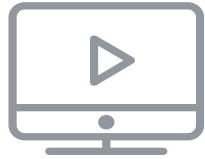
And if you're looking for one-to-one guidance, our mentoring service offers personalised career support to help you take the next step with confidence.

Best of all, every course you complete earns you public accreditation and digital credentials — proof of your expertise that you can proudly share as your career develops. No matter how you choose to learn, we're here to support you.



Excellent course, professionally developed in an engaging way. Loved the real-life customer case studies sprinkled throughout and the opportunity to interact — brilliant!

Marisa Sheppard
Field Marketing Lead,
Adobe ANZ, Australia



On-demand courses

Self-directed, on-demand training modules to work through at your own pace



Live virtual courses

Learn with others in live, interactive virtual or face-to-face sessions



Custom courses

Designed for teams who need a more bespoke experience




Individual mentoring

One-to-one support from an experienced ABM practitioner




Our range of courses

There's never been a better time to dive into ABM. We're committed to making your learning experience engaging, practical, and, most importantly, enjoyable wherever you are in your career.

Beginner courses, for those with little or no knowledge of ABM

-  **Introducing ABM**
Understanding the art of the possible with account-based marketing
-  **The Business Case for ABM**
Establishing ABM in the context of an account-based growth strategy
-  **The Customer Perspective**
Examining customer priorities and their implications for ABM








Intermediate courses for those who need an understanding of how to do ABM

-  **Your Role as an ABM-er**
Exploring the skills you need to succeed
-  **Designing the Right ABM Strategy**
Shaping the right approach for your company
-  **Prioritising Accounts for ABM**
Taking an objective, data-led approach to investment decisions



Thanks for an insightful programme – it's very timely. This has been a great help.

Jennifer Coe
Head of Global ABM Practice, AECO,
Trimble, United Kingdom

-  **Getting Started with Strategic ABM**
Creating and executing a bespoke marketing plan for your account
-  **Getting Started with Scenario ABM**
Driving specific business outcomes through the customer lifecycle
-  **Getting Started with Segment ABM**
Targeting meaningful clusters of accounts with a tailored approach
-  **Getting Started with Programmatic ABM**
Scaling across more accounts with personalised engagement
-  **Getting Started with Pursuit Marketing**
Using ABM to win strategic deals
-  **The ABM Practitioner**
The core principles of ABM for B2B marketers
-  **3-6 months individual mentoring programme**
Individual support as you develop your skills and career as an ABM-er

Advanced courses for those with ABM experience who need to deepen their skills



The Advanced ABM Practitioner

Building best-in-class account-based marketing skills



Advanced Pursuit Marketing

Increasing your company's ability to compete and win



AI in ABM Bootcamp

Understanding the art of the possible with generative AI



The Advanced ABM Agency Practitioner

Becoming a stronger ABM agency partner



3-6 months individual mentoring programme

Individual support as you develop your skills and career as an advanced ABM-er

Expert courses for ABM leaders who want to stay abreast of new developments in ABM and lead others



The Expert ABM Practitioner

Continuing professional development for your advanced practitioners



ABM for Programme Leaders

Designing, developing and delivering ABM for sustainable growth



Enabling Account-Based Growth

Aligning to deliver sustainable growth in your most important accounts



3-6 months individual mentoring programme

Individual support as you develop your skills and career as an expert ABM-er



The entire process of deal-based marketing was explained in a live case study format, which was a great way to understand the challenges faced by other organisations and how to solve them.

Reena Jagtap
ABX Vertical Strategy, Henkel,
Germany

Our faculty of experienced practitioners



Bev Burgess
Co-founder and
Chief Executive



Louise Jefferson
Co-founder and
Managing Principal



Dorothea Gosling
Executive Consultant



Megan Heuer
Executive Consultant



Jaspreet Bindra
Senior Advisor



Catherine Ahern
Senior Consultant



Jacqueline Gummer
Senior Consultant



Stephanie Deane
Senior Consultant



Kyle Duarte
Senior Consultant



Louise Clark
Senior Consultant



Laura Holmes
Senior Consultant



Louise Power
Consultant



Tim Shercliff
Co-founder and Chair

At the ABM Academy, we offer a practical and results-driven learning experience. We know that ABM isn't just about theory – it's about delivering real commercial impact and measurable return on investment. That's why our courses are designed, developed, and delivered by seasoned practitioners who work every day with leading ABM teams worldwide. The Inflexion Group team has helped over 50 global technology and professional services companies drive account-based growth and trained thousands of ABM-ers around the world.



Absolutely loved how the classes were engaging, activity oriented and involved participants rather than being a one-directional flow of information.

Avishek Chakrobarty
Head of Global ABM Centre of
Excellence, Kyndryl, India



Packed with practical tools, the bootcamp provided invaluable insights into leveraging AI throughout the ABM journey — from defining account ambitions and conducting deep research to developing personalised strategies and executing data-driven campaigns for maximum impact.

Paige Roche
Manager, Account Marketing,
Bain & Company, USA



Showcase your success

Every time you complete one of our courses, you'll earn a Credly digital badge — a certified mark of your achievement! It's a great way to showcase your skills, boost your CV, and share your success with your network. Whether you add it to your LinkedIn profile, CV, or social media, your badge proves your expertise in a way that's recognised and respected.

Ready to elevate your career?

Join us at the ABM Academy and gain the skills, confidence, and qualifications to excel in account-based marketing. Whether you're looking to start fresh or accelerate your career, we're here to support your journey every step of the way.

Find out more

For course availability and prices, visit:
inflexiongroup.com/abmacademy
or email us on:
abmacademy@inflexiongroup.com



inflexion

abm academy™

Four reasons to study with the ABM Academy

- Practitioner-led
- Real world examples
- Shaped by ABM leaders
- Informed by research

About Inflexion Group

A company focused on account-based growth, Inflexion Group was founded in 2021 by Bev Burgess, Tim Shercliff and Louise Jefferson, bringing together over 100 years of marketing, sales, operational management and consulting experience between them. Like the rest of the Inflexion Group team, they are all practitioners.

Building on our global leadership position in account-based marketing (ABM), we help companies choose the right accounts, align internally to focus on them, and engage with them through orchestrated account management, ABM, customer success and executive engagement programmes. Through our ABM Academy, we deliver comprehensive practitioner-led training pathways that equip marketing professionals with the proven frameworks and strategies they need to excel in account-based marketing.

Our goal is to help our clients build long-term relationships with their most important customers and deliver sustainable value for them and their key stakeholders. Together, the Inflexion team has helped over 50 global technology and professional services companies drive account-based growth and trained more than 10,000 marketers worldwide.