



סדנא מתקדמת לניהול מוצר:

Winning over the Technical Buyer

Developing, marketing and selling Business-to-Business (B2B) solutions requires deep understanding of different personas within target organizations. Typical personas include the End-User, the Business-Buyer and the Technical-Buyer. Much has been said about understanding the End-User needs. However, solutions will not be adopted by organizations without gaining approval from the Technical-Buyer.

Learning objectives:

- Review B2b buying processes, and the technical buyer role in it
- Discuss effective methods for reaching technical buyers
- How to build effective messaging for technical buyers

ברוך דויטש	מרצה
מועד אחד: 10.12.23	מועדים
מנהלי מוצר (בכל הרמות)	קהל יעד
לפחות שנתיים בתפקיד מנהל מוצר; אחריות על מוצר B2B	דרישות קדם
Session 1: Winning over the Technical Buyer <ul style="list-style-type: none">• The modern B2B buying process• Technical Buyers characteristics• Buyers' preferred information sources• Crafting targeted messaging	סילבוס