

MONTH 1 FOUNDATIONS

CONSULT CALL 15 Minutes // Video Call

OBJECTIVE: Understand Key Pain Points

ACTIVITIES:

- Gain understanding of pain & goals
- Introduce the framework & how we help
- Complete Application detailing specific struggles

OVERVIEW OF B2B SALES PROCESS

60 Minutes // Video On Demand

OBJECTIVE: Clear Pitch to B2B Prospective Customers

ACTIVITIES:

- Overview of B2B Sales
- How B2B Selling Works
- The framework
- Identify the client and refine your pitch

POSITIONING

60 Minutes // Video On Demand

OBJECTIVE: Position Your Company to Your Audience

ACTIVITIES:

- What is Positioning?
- Why is it Important?
- Framework for Positioning

AWARENESS BUILDING

60 Minutes // Video On Demand

OBJECTIVE: Plan to Generate Awareness with Your Total Addressable Market

ACTIVITIES:

- Calculating Your TAM
- Formula for Awareness building
- Use the audience builder strategy tracker to start building your audience using your positioning

MONTH 2 DEAL DEVELOPMENT

LEAD GENERATION PART 1: INBOUND

60 Minutes // Video On Demand

OBJECTIVE: Confidence in Handling Common Objections

ACTIVITIES:

- Modify your inbound lead generation system so its efficient
- Develop your clear ritual, call to action for inbound leads
- Determine the technology you will implement to streamline this

LEAD GENERATION PART 1: OUTBOUND

60 Minutes // Video On Demand

OBJECTIVE: Learn how to systematize outbound outreach

ACTIVITIES:

- Identify the fears needed to address in outbound outreach
- Decide how you will manage the fears with a support network
- Learn the 5 step framework for outbound outreach
- Develop a ritual with milestones and KPIs
- Sign up for weekly sales blitz to do this weekly with peers

OVERCOMING OBJECTIONS

60 Minutes // Video On Demand

OBJECTIVE: Get Comfortable handling Objections

ACTIVITIES:

- Learn common types of objections
- Learn a framework to respond to objections
- Gain access to objections battlecard you can tailor for your industry

THE DISCOVERY CALL

60 Minutes // Video On Demand

OBJECTIVE: Improving Discovery to Qualify Clients Better

ACTIVITIES:

- Learn the framework for an excellent discovery call
- Gain confidence in uncovering an executives goals & challenges
- Clear instructions on how to prep for & authentically lead a discovery call to weed out unqualified opportunities

MONTH 3 CLOSING

SPECIAL VALUE PROPOSITION

60 Minutes // Video On Demand

OBJECTIVE: Positioning Your Company As Uniquely Essential

ACTIVITIES:

- Learn what an SVP truly is, and how its positioned in a proposal
- Gain access to the SVP template with step by step instructions
- Brainstorm and gain input from peers on your uniquely essential SVP

DE-RISKING YOUR DEAL

60 Minutes // Video On Demand

OBJECTIVE: Establishing a Business Case with clear ROI

ACTIVITIES:

- Learn the Financial Vocabulary that is used to evaluate a deal
- Learn the key champion strategy that dramatically improves your chances of closing a deal

WINNING PROPOSAL

60 Minutes // Video On Demand

OBJECTIVE: Generating a proposal with a winning framework

ACTIVITIES:

- Reviewing the key elements of a winning proposal
- Financial analysis that needs to be included
- How to deliver the proposal in a way that improves conversion

SCALING GROWTH

60 Minutes // Video On Demand

OBJECTIVE: Recognizing what you need to outsource

ACTIVITIES:

- Your first sales hires - Biz Dev, AM, CRO or fractional?
- Setting effective incentives
- Forecast calls and tracking progress
- Outsourcing parts of the sales process
- Best Practices

TOOLS (MAY CHANGE BASED ON CURRICULUM NEEDS)

- 24x7 Communication Platform
- Enterprise Deal Checklist
- 2024 Course Roadmap
- Market Positioning Toolkit
- 12 Piece Audience Builder System
- Graphic Templates for Linked In & IG
- Objections Battlecard
- My understanding slide
- Discovery Meeting Worksheet
- Video: Executive Vocabulary
- Sample Discovery Agenda Slide
- Special Value Proposition Worksheet
- Executive Vocabulary for Growth
- Business Plan Deck Template
- Educational Videos
- Vision Building Worksheet
- KPI Calculator
- Team incentive tracker
- Unique Value Proposition Worksheet
- Portal Access
- NPS How To
- Customer Journey Map



MONTH OBJECTIVE

Copy for Monthly Objective

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
1	2	3 COMMUNITY UPDATES WITH MEET, GREET & ASKS	4	5	6	7
8 COURSE CONTENT WEEK 1	9	10 Q & A	11	12	13	14
15 COURSE CONTENT WEEK 2	16	17 GUEST SPEAKER	18	19	20	21
22 COURSE CONTENT WEEK 3	23	24 MONTHLY OUTBOUND BLITZ	25	26	27	28
29	30					

SCHEDULE KEY

- LIVE MASTERMIND EVENT
- LIVE COMMUNITY EVENT

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COMMUNITY MEMBERSHIP

Empowering Founder Connections

\$39 PER MONTH

OR \$450 ANNUALLY

Price includes a Lifetime Membership

- ✓ Access to *The Scale School's* Circle Community
- ✓ On-Demand Collaboration & Networking
- ✓ Revenue Generation Toolbox (Continually Updated/Maintained)
- ✓ Access to Replays of Expert Speaker Events
- ✓ Monthly Founder Hosted Meet, Greet & Ask Calls
- ✓ Valued at Over \$5,000

THE SCALE SCHOOL

Socially Sharpening Your Skillset

6 MONTHLY PAYMENTS OF

\$458 TYPICALLY ~~\$834~~

OR ~~\$5,000~~ \$2,750 TO PAY IN FULL

Specially Priced for this Quarter Only

SAVE OVER \$2,000

- ✓ Lifetime Access to On-Demand *The Scale School* Quarterly Course Teaching the Best Practices of Selling B2B
- ✓ Monthly Live Q&A with Instructor
- ✓ Ongoing Collaborative Peer Feedback
- ✓ Lifetime Access to Expert Speaker Live Events
- ✓ Access to B2B Sales Coaches & Experts at Discounted Rates
- ✓ Gain the Tools, Resources and Instruction to Build Your Revenue Roadmap
- ✓ Private Chat with Other B2B Founders in Small Groups

VIP MEMBERSHIP

Partnering with You to Drive Growth

INVESTMENT STARTING FROM

\$500 PER MONTH

PRICING BASED ON SCOPE

6 MONTH CONTRACT MINIMUM

Email kelley@empoweredengagement.com for More Information

- ✓ Lifetime Access to *The Scale School* Course & Community
- ✓ Revenue Strategy Tailored to Your Business
- ✓ 1:1 Expert B2B Sales Support Via Calls & Private Chats to Develop Your Roadmap & Drive Deals