



Sales Market Fit



60 Day Lead Generation Boot Camp

Create a sustainable Lead Generation process to scale your business in 2024.

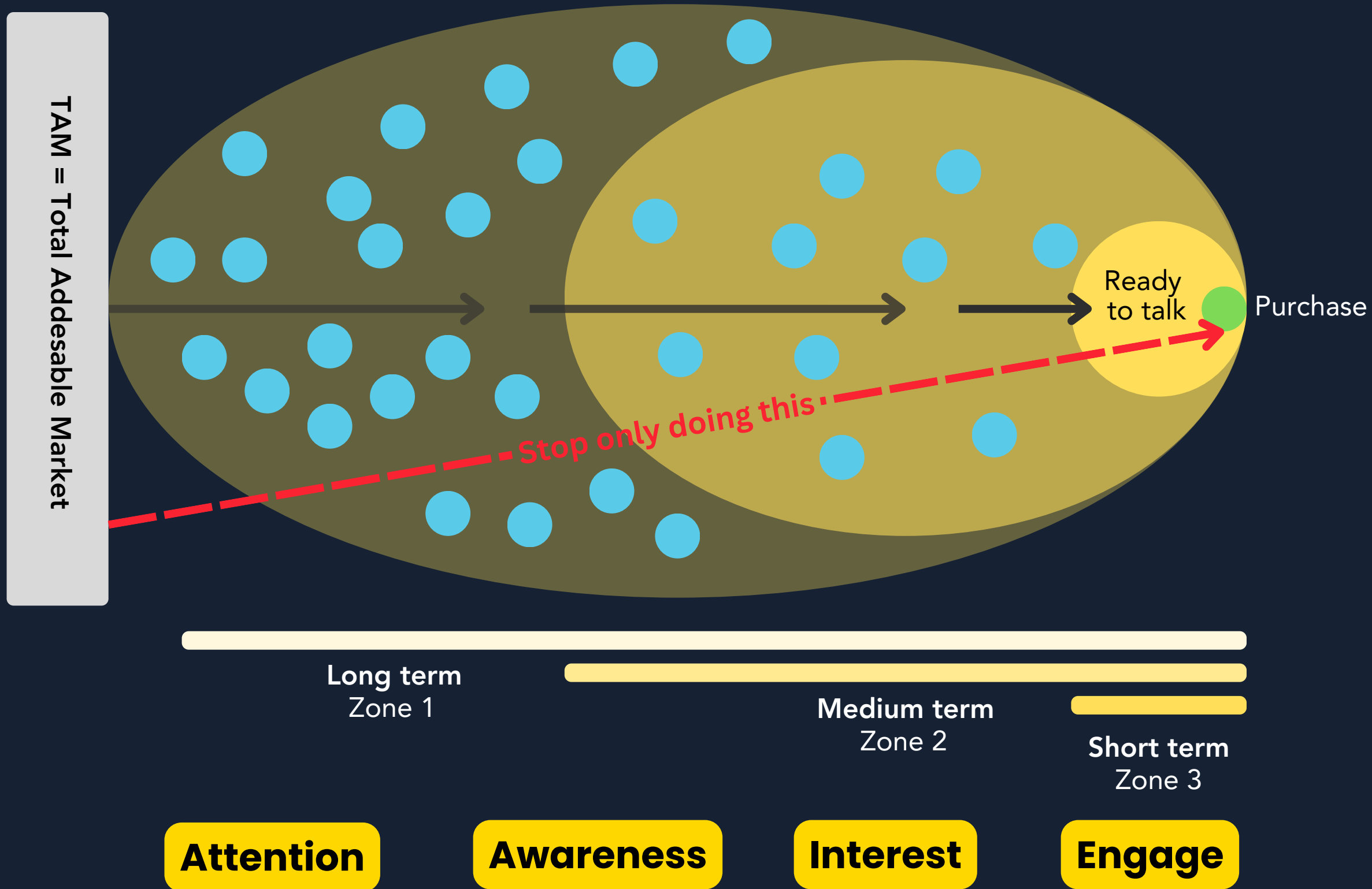


Remember: Lead Gen is a strategy, not a task... So stop trying to get rich quick!



What is it about?

The 3 main Strategies of a successful lead funnel strategy



- **Zone 1 (long Term):**
 - People who are in your target market, but typically aren't familiar with your product or the problem it solves.
- **Zone 2 (Medium Term):**
 - People who aware of who you are and the problem you solve, but aren't ready to purchase or implement a solution (no urgency).
- **Zone 3 (short term):**
 - People who understand your product, problem and are ready to engage to seriously consider purchasing from you (e.g. they have budget and a compelling need to purchase from you).



What we will cover?



First Principles

understanding of
Lead Generation



Build you own

lead gen process
that scales



Real Examples

of best practice
lead gen content



Actionable Plan

of next steps
during and after



Cold Emailing



Webinars



Organic Content



Paid Ads



Channel Partners



Conferences



And More!

The purpose of this bootcamp is to help attendees learn and structure their own lead generations strategy and processes that make sense for their product, market, budget and capacities. Done through proven first-principles marketing and sales methodologies

How will the next 9 weeks work?



Week #	Tuesday: Why & What	Tuesday: How-to	Friday
Week 1	Lead Gen Fundamentals (CMS, BP, UVP)	How-to: Client maturity scale	+ Weekly Group Coaching
Week 2	Unique Value Prop + Buying Persona	How-to: Cold Email / Outreach	+ Weekly Group Coaching
Week 3	Lead Gen Channels: Short, Med, Long	How-to: Build your Lead Gen Magnet	+ Weekly Group Coaching
Week 4	Total Addressable Market Plan	How-to: Organic Socials	+ Weekly Group Coaching
Week 5	Revisit: Client maturity scale	How-to: Blogs & Newsletter	+ Weekly Group Coaching
Week 6	Revisit: Unique Value Prop + Buying Persona	How-to: Webinars	+ Weekly Group Coaching
Week 7	<i>Agile Session: Outreach Refresh</i>	How-to: Paid Socials	+ Weekly Group Coaching
Week 8	<i>Agile Session: Lead Gen Fundamentals</i>	How-to: Events	+ Weekly Group Coaching
Week 9	Final Wrap up!	Final Wrap up!	+ Weekly Group Coaching



3 stages of Course Benefits



1. Learn & Scope

Fundamental value

Learning fundamentals of market engagement & how best to approach



3. Iterate & Scale

Exponential value

Reflect, collaborate and learn from testing in order learn and scale what works!



Sales Market Fit



What's included?

- A.** **18x hours of live course content** with 2 lead generation experts, who will cover proven methods including strategy development, emailing, calling, social media, blogs, e-books, webinars, channel partners, and much more!
- B.** **2x 60-Minute Live Weekly Sessions:**
 - 1x Lead Gen Strategy Lesson of the Week
 - 1x Group Implementation & Training Meeting
- C.** **Weekly take-home content:** including best practice templates, recommended methodologies and guides to setting up your own lead gen funnels.
- D.** **Group Coaching Environment:** Join, support and contribute to a community of other founders as they build their own lead generation strategies for 2024.



Pricing

Short Brief:

- **Lead Generation Strategy Development** (Value \$10,000): Development of an overarching lead generation strategy for your business.
- **Weekly Coaching** (Value \$3,500): Weekly in-person coaching sessions of content reflection and advice on next steps.
- **Lead Gen Tools & Guidance** (Value \$2,500): Take home tools and templates to help execute on lead gen lessons and strategies obtained throughout the course.
- **Membership to Community Forum** (Value \$500): Join the invite only community of workshop attendees & like-minded professionals to network and connect for continued learning.

Total Value

~~\$16,500~~

Total Price

\$2,200* AUD

*excludes GST



Exclusive Guarantees

Rate Lock-in Guarantee

- Secure today's rate; be immune from any future rate hikes as our service demand grows. (this is a discounted rate that we will raise in the future).

30-Day Money Back Guarantee

- We know life gets busy, especially in a startup. So, if after 30-days of starting the bootcamp, you haven't got your value and don't wish to continue, we'll give you a full refund

Anti-Guarantee

- Given the nature of our unique approach to this strategy, you'll fundamentally approach sales from a different perspective and can't unlearn the advantages you'll gain



What our students had to say



Felt like a great reset. The content was sharp, it met me where I was at in terms of my current mis-steps.

Felt like it was easy to try something different and give it a go.

I went from my lead gen efforts producing nothing to 2 new leads in 2 weeks and some momentum building in attention.



Kevin Mant,
Director
At Embertree



The session on Buying Persona, Unique Value Proposition and Customer Journey gives a great insight into how to generate the assumptions that you need about the personas of your target customer.

Without this knowledge, it is easy to make mistakes that affect your ability to generate leads.



Callum Howell,
Capital Manager
At The Water & Carbon Group



The format of bootcamp is great! There are milestones, homework and nudges from Alex and Gavin not to get sidetracked. Most of the material is presented in a way where you get an aha! in your head.

You feel like you knew it but the guys organise it all in such a way that even a child would understand and use it.



Anton Simanikhin,
CEO & Co-founder
Schooly



We hope to see you there!



Next Bootcamp starts: 16th April 2024, 9:15am AEST

Email us to confirm your spot

alex@market-science.co or gavin@salesmarketfit.co