

Repeatable Revenue Bootcamp

From Discovery to a Board Ready POV + Business Case in One Day

Seed & Series A

Cohort 14–15 Aug

96 % NPS (last 3 cohorts, n = 47)

Choose your lane: Solo-Founder Core Rows · Team Stretch Rows

Why this bootcamp exists

- **CFOs now insist on hard Cost of Inaction & ROI:**
3 in 4 tech buyers won't approve a deal without a quantified business case.
- **Founders and teams still sell on 'features + hope':**
leading to long cycles, margin giveaways and investor nerves.
- **Our edge:**
you will build a board-ready Point-of-View (POV) + Business Case in the room, powered by Playmaker AI, while learning the Execution-Edge selling system.

Who should attend

- Solo founders laser focused on winning their first 10 customers.
- Founders with lean sales teams seeking faster cycles and sharper execution on £50-500 k B2B deals while showing CFO-grade ROI.

Learning objectives & KPIs

Measure what we teach.

- Solo founders: land 10 paying customers. Teams: cut cycle-time 20 % and hit forecast ± 10 %.
- Before the day starts you'll set a live deal, a pipeline-hygiene target and a personal tier-shift goal.
- Thirty days later we'll grade those same metrics; if the numbers haven't moved, the bootcamp hasn't earned its keep.

KPI	Target by T+30 days
1. Cycle-time reduction	↓ 20 % on one live opportunity
2. Clean pipeline hygiene	95 % deals with next-step & close date
3. Board-grade Business Case	Built & sent within 1 hour using AI
4. Execution-Edge tier shift	≥ 1 pillar moves right on heat-map

Curriculum at a glance

Time	Module	What you'll do	Output
09:00	Kick-off	Set personal KPI goal (cycle-time, forecast hygiene)	–
09:15 - 11:15	Concept-Lab (4 stations)	1. Pain ↔ Gain logic 2. Deal-Driver Matrix 3. Root-Cause Grid 4. AI Business-Case Builder	Draft POV + ROI case
11:15 - 12:15	Deal-Inspection Scorecards	Apply 6-question SPICED	Qualified live deal
13:00 - 16:30	Execution Sprints (20-min each)	1. Target & Create – ICP & 20-touch cadence 2. Discover & Qualify – scorecard 3. Value & Differentiate – POV story arc + COI/ROI calc 4. Negotiate & Commit – Give/Get matrix 5. Land & Expand – onboarding + success metric 6. Process & Rhythm – build simple dashboard 7. Mindset & Grit – ‘failure résumé’	Completed CORE rows (green) – bonus STAR rows (gold)
16:30	Commitment Board	Post KPI pledge & next review date	Public commitment
17:00	Close	–	–

Optional Day 2 Deep Dive (09:00–16:00)

- Multi-thread mapping
- Advanced discovery & objection labs
- Forecast hygiene
- RevOps & AI Agent automations
- Hiring your first seller
- Certification badge

Pre work then 30 day outcomes

Pre work

(sent on registration)

- 20-question GTM Edge audit > generates personal heat-map.
- Three 8-minute Loom primers (Pain/Gain, Root-Cause, COI formula).
- Bring: laptop and one live opportunity.

(T + 30 days)

- **One live opportunity closes 20 % faster** (cycle-time benchmark).
- **Pipeline hygiene ≥ 95 %** (every deal with next-step & close date).
- **Board-ready POV + ROI case** sent within 60 minutes of discovery call.
- **Execution-Edge heat-map** shows ≥ 1 pillar tier-up (from T0/T1 to T2)

What you leave with

- PDF **Execution-Edge** heat-map (7 skills × 4 tiers).
- **Board ready business case.**
- Cadence dashboard template.
- 30-Day action cadence: four weekly huddles.
- Optional **Edge badge** for completing all gold-star rows + Day-2 labs.

Pricing

Day Intensive

- Bootcamp
- 4 huddles
- Personal heat-map & workbook
- Board ready business case
- Resource hub access

£950
(ex-VAT)

Pricing

2 Day Deep Dive (optional)

Advanced labs
certification badge

£1250
(ex-VAT)

Features fade fast. **Execution wins.**

We turn founder hustle into repeatable revenue. Install a sales execution engine that cuts deal cycles 27 % and delivers board grade forecasts ± 10 %.

Contact Us

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