

# Repeatable Revenue Bootcamp

■ **Curriculum.** Five 90-minute live sessions, one a week.

Learn how B2B sales actually works, from who you sell to through to how you close, and build a custom, AI-ready playbook on your own live pipeline. **You leave every session with a finished section of your playbook.**

## 01 Why do buyers really buy?

**YOU LEARN** Why a buyer changes, which gate a deal is stuck on, and how to size the value and the cost of waiting.

**YOU LEAVE WITH** Your value gap and cost of inaction, in pounds.

**EXERCISES** Three Whys · States and the Gap · Cost of Inaction · Deal Drivers

## 02 Who do we sell to, and what do we say?

**YOU LEARN** Who to chase and who to walk away from, and how to say what you do so it earns a meeting.

**YOU LEAVE WITH** A sharp ICP and anti-ICP, and a problem-first message.

**EXERCISES** ICP and anti-ICP · Five Ps message grid

## 03 How do we start and qualify a deal?

**YOU LEARN** Run a first meeting, surface the real problem, qualify honestly, and spot a real champion.

**YOU LEAVE WITH** A live deal scored, qualified and mapped.

**EXERCISES** Executive Discovery and the discovery ladder · Ripple Effects · Six-question scorecard (SPICED / MEDDPICC) · Champion Testing

## 04 How do we prove the value, and win on it?

**YOU LEARN** Run a demo that confirms value, and build a quantified business case for the board.

**YOU LEAVE WITH** A demo plan, your point of view, and a board-ready ROI case.

**EXERCISES** Demo 15-20-15 · POV Canvas · Business Case

## 05 How do we close it, and make it repeatable?

**YOU LEARN** Close without losing margin, remove the fear of messing up, and run a weekly rhythm off a playbook you own.

**YOU LEAVE WITH** A negotiation plan, weekly rhythm and your first playbook.

**EXERCISES** JOLT and give-get · Weekly rhythm tracker · Playbook builder · 30-day action list

■ Every session ends with a real asset. By the end they assemble into one **Repeatable Revenue Playbook**, ready to run in Claude or ChatGPT.

FORMAT Live online. Max 20 per cohort. One session a week.

PRICE **£950** per seat, **£750** with a Climb Growth Score.