

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.

→ closingfoundry.com/bootcamp