



# B2B Prospecting Academy

**Learn at your own pace  
how to grow your business!**

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# PROGRAM DESCRIPTION



**B2B Prospecting Academy** powered by NNC is a **6-week online self paced course** designed for sales professionals and business owners that want **to generate more leads and attract new opportunities** for their business.

Loredana has 20+ years of experience in the management of technology marketing and sales, business strategies, digital marketing, business development, and management consultancy.



**Loredana Niculae**  
**CEO**

Notable achievements in training the Gartner business development team in SE Europe, Microsoft ISV channel across Europe and coaching biggest Salesforce partners (Financial Force, OSF Digital - Salesforce Innovation Partner of the year, Rootstock) in growth marketing, ABM and prospecting topics. Loredana is a member of Forbes Business Council and a certified Hubspot trainer.

Loredana is also a CEO and founder of \$ 1 million + enterprises in technology, digital and marketing automation.

## WHY TAKE THE B2B PROSPECTING COURSE

The digital training series is designed to **cover the entire sales cycle** and integrates a wide range of **automated tools** to increase the overall efficiency.

You'll be guided through a series of **steps that will help you identify the right goals**, the sales process, marketing and sales alignment, suitable leads, or ways to connect with these ideal customers.



# WHO IS THIS COURSE FOR?

The digital training series is **designed to cover the entire sales cycle and integrates a wide range of automated tools** to increase the overall efficiency.

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Sales People



Business Owners



Sales Managers



Marketing  
Managers



Business Development  
Managers



Growth Hackers &  
Enablers

## THE KNOWLEDGE, TOOLS & HABBIT FOR APPLYING WHAT YOU LEARN



During the course you will acquire the **knowledge**, the **tools** and the **context** to implement real automated marketing campaigns.



You will be provided with all the **tools**, **materials** and **1:1 support** needed to ensure that your goals for this program are met.



Throughout the course we will **build the habit of prospecting** and **configure the tools** that allow you to get this process on autopilot.

## Week 1: Set Up Your Journey

- Vision Board Setup
- Customer Profile & Buyer Personas
- **The value of your products & services**

## Week 2: Prospect your market

- Lead Sources
- Buyer Intent & Sales Triggers
- **Your Company's Story & Positioning Statement**

## Week 3: Build Your Prospecting Process

- Prospecting Sequences
- The Prospecting Process & Personalization
- **Address your targeted audience**

## Week 4: Inbound, Quick Wins & Low Hanging Fruits

- LinkedIn Automation Best Practices
- **Anatomy of the B2B E-mail Reach-out**
- Building the Prospecting Habit & Quick Win Tactics for Prospecting

## Week 5: Connect Conversation

- Connect Conversations & When to Call Prospects
- The Call Structure
- Maintain the Prospecting Habit

## Week 6: Discover the Opportunities

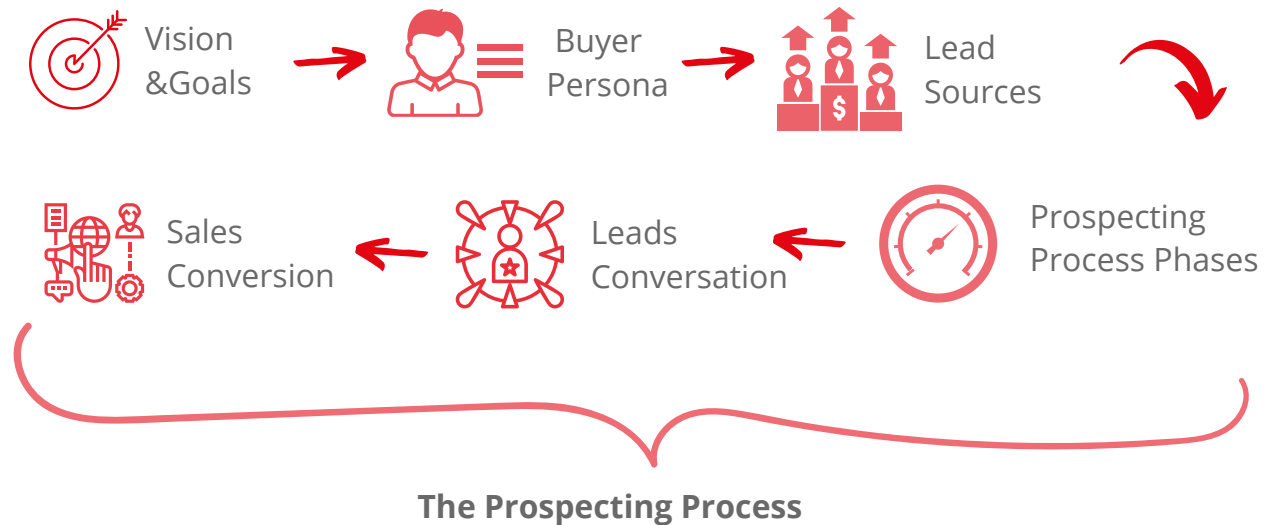
- Video Prospecting
- The Discovery call
- Maintain the prospecting habit

## BONUS MATERIALS

- Deal Stages & Sales Plan
- **Final recap**



## B2B PROSPECTING COURSE



## THE BENEFITS OF THE B2B ACADEMY BUSINESS GROWTH COURSE

- ✓ Keeps Marketing and Sales aligned
- ✓ Maximises Sales & Marketing ROI
- ✓ Diversify lead acquisition channels
- ✓ Predictable business growth
- ✓ Automates marketing and sales
- ✓ Enhanced marketing performance

### THE **B2B MARKETING COURSE** FOR HIGH TICKET VALUE PRODUCTS AND SERVICES.

This Self Paced Online Bootcamp is designed to cover the **entire sales cycle** and integrates a wide range of **automated tools**, data driven **marketing automation resources**, intelligent **lead strategy** and **search methodologies** (like LinkedIn platform) to increase the overall efficiency and generate a significant quantity of hot leads in your pipeline during this 6 to 8 weeks emersive experience.