



# ABM AUTOMATE DIGITAL MARKETING & SALES FUNNEL WITH AI BOOTCAMP

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## PROGRAM DESCRIPTION

This is an **Account Based Marketing and Sales Training Course** for High Ticket Value Products and Services. ABM is the most effective sales and marketing strategy for 87% of B2Bs.

B2B ABM Academy is a **8 weeks** business growth course, a coaching program to help you drive awareness and sales in **large accounts** by improving your processes with AI.

This Live Interactive Online Bootcamp is designed to cover the **entire sales cycle** and integrates a wide range of **AI tools**, data driven **marketing automation resources**, intelligent **account strategy** and **search methodologies** (like LinkedIn platform) to increase the overall efficiency.

## ACCOUNT-BASED MARKETING STRATEGY



## BENEFITS OF AI ABM (ACCOUNT BASED MARKETING)

 Keeps Marketing and Sales aligned	 Maximizes your business's relevance	 Delivers consistent customer experiences
 Measures your ROI	 Streamlines the Sales cycle	 Expands business by account relationships

# WHO IS THIS ABM BOOTCAMP WITH AI FOR?

This live interactive online bootcamp is designed for **business leaders, owners of B2B scale-ups, marketing and sales leaders** that need to generate high ticket leads and sell large accounts for their business success.



Marketing Leaders



Business Owners



Sales Managers



Marketing Managers



Business Development  
Managers



Growth Hackers &  
Enablers

# WHAT WILL YOU RECEIVE?



You will receive **coaching, sales effective templates, AI tools for sales and lead automation** and many more from B2B sales and revenue generation experts.

The spotlight will be on the **actual business leads and opportunity generation activities** and adapting your own prospecting method, sales process and demand generation channels with AI tools.



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.

# WHAT WILL YOU LEARN?

		<b>Week 1</b>
		<b>Identify Ideal Accounts &amp; Prospects</b>
		Professional Goal Setting
		Buyer Persona and ICPs
		Target Account List Building
		Market Research & Prospecting Tools
		Prospect Fit Matrix
		Good Sources of Contacts
	<b>Week 2</b>	
	<b>Value Proposition &amp; Positioning</b>	
What is the VALUE you provide		
Positioning Statement & Messaging		
Framework		
Personalized Email Campaigns with AI		
AI Writing Assistant for Personalizing		
Outreach		
Sales Engagement Tools		
	<b>Week 3</b>	
	<b>Value Based Selling</b>	
Account Mapping & Organizational		
Structure Analysis		
Omnichannel in ABM		
Trigger Events & Buying Signals		
Competitive Intelligence		
Account Scoring & Prioritization		
	<b>Week 4</b>	
	<b>Multi-channel Outreach Strategy</b>	
LinkedIn Prospecting & Social Selling		
Email Outreach & Sequencing		
Multi-Touch Cadences & Orchestration		
Video Messages & Personalized Content		
	<b>Week 5</b>	
	<b>Campaign Planning and Orchestration</b>	
ABM Campaign Design & Strategy		
Account-Based Advertising		
Event Marketing & Webinars		
Sales & Marketing Alignment (SLA)		
	<b>Week 6</b>	
	<b>ABM KPIs and Tracking</b>	
ABM Metrics & KPIs		
Attribution Modeling		
ROI Analysis		
Continuous Improvement & Iteration		
	<b>Week 7</b>	
	<b>Technology Stack &amp; Integration</b>	
ABM Platform Selection & Technology Stack		
Optimization		
Data Providers & Enrichment Tools		
Data Privacy & Compliance		
	<b>Week 8</b>	
	<b>Build a Robust Foundation</b>	
ABM Playbook		
Overview of Implemented ABM process		
ABM Certification		

## THE TRAINERS



**Loredana Niculae**  
CEO  
B2B Academy Coach

Accomplished entrepreneur and business leader with a track record of building digital performance teams and promoting digital growth via multi-discipline collaboration and automation of marketing and sales in B2B through martech adoption and transformation.

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

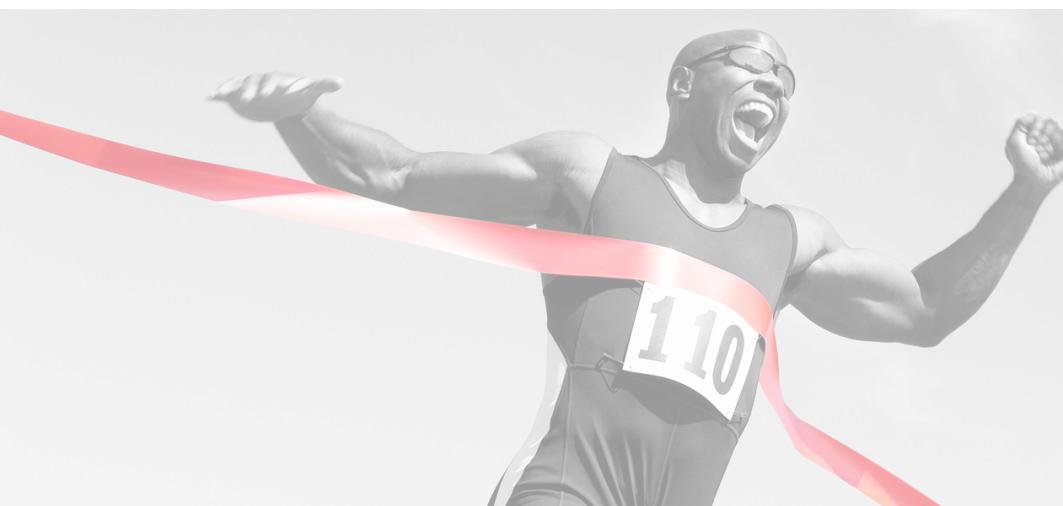
Notable achievements in training the **Gartner** business development team in SE Europe, **Microsoft** ISV channel across Europe and coaching biggest **Salesforce** partners (Financial Force, OSF Digital - Salesforce Innovation Partner of the year, Rootstock) in growth marketing, ABM and prospecting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

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



**Oana Lefter**  
Managing Partner  
B2B Academy Coach

Oana Lefter is an experienced marketing and sales consultant for the B2B market. Since 2008, when she joined NNC Services, Oana has been involved in hundreds of marketing and communication projects for clients on both the local and international B2B market. Oana is a Business Partner at NNC Services, where she leverages her background of over 15 years' experience driving business partnerships, streamlining processes, and maximizing growth opportunities.



## SHARPENING YOUR ABM SKILLS

**86%** of B2B professionals dedicate **at least 2 hours** a week to industry-specific learning and growth!

You will receive coaching, sales effective templates, AI tools for sales and lead automation and many more from B2B sales and revenue generation experts and generate at least 50 qualified leads if you follow this 1h/8 weeks of digital training and get together a sales process that will produce leads for you long term!

In this 8 weeks ABM interactive coaching program, you will **outline your ABM process** allowing you to accustom yourself with every step of the ABM - Account Based Marketing process while implementing and getting the feedback on what is working and what not.

**START YOUR ABM PROGRAM TODAY AND DEVELOP BUSINESS IN LARGE ACCOUNTS WITH AI!**

