



# **ABM AUTOMATE DIGITAL MARKETING & SALES FUNNEL WITH AI BOOTCAMP**

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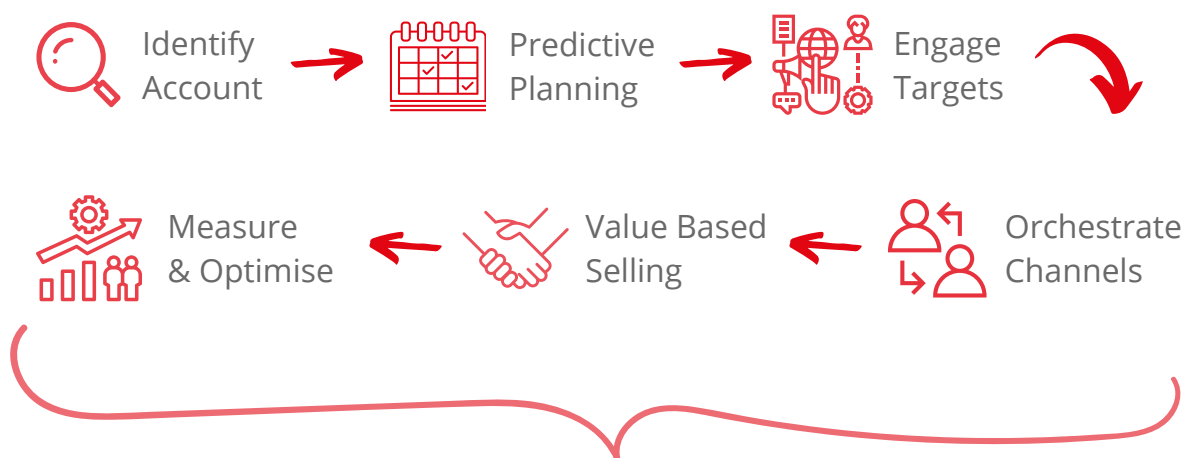
## PROGRAM DESCRIPTION

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



**Automated Marketing and Sales Funnel**

## 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?



## 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.

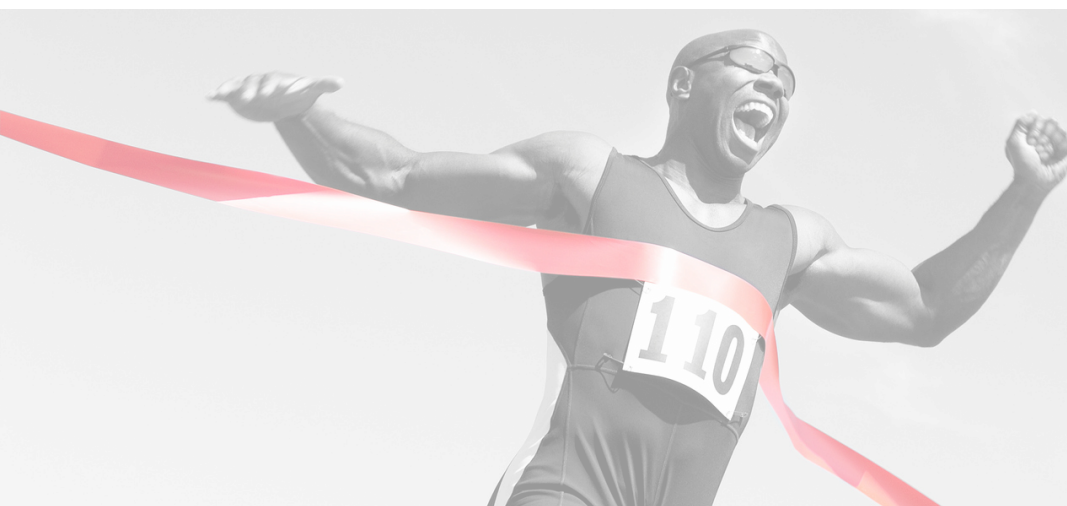
Notable achievements in training the **Gartner** business development team in SE Europe, **Microsoft** ISV channel across Europe and coaching biggest **Salesforce** partners (Financial Force, OSF Digital - Salesforce Innovation Partner of the year, Rootstock) in growth marketing, ABM and prospecting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

