

Startup Bootcamp:

Sales & Marketing by the Numbers



A three-day, intensive training program for startup founders and leaders. This workshop, sponsored by incubators and accelerators, is designed to help their cohorts understand the importance of sales and marketing, and lay a solid foundation for revenue growth. Each workshop has two facilitators, providing up to 30 hours of hands-on training for 4-6 qualified companies.

The Core Curriculum

During the three day workshop participants learn:

Why an early implementation of a Customer Relationship Manager (CRM) tool is important for startup and early-stage companies.

How to begin using a CRM.

Best practices for effective use of a CRM.

How CRMs integrate with other tools to accelerate marketing, support, and sales activities.

Participants also learn:

The basics of marketing automation and how it ties marketing activities such as advertising and content to sales.

The basics of content creation, syndication and how to produce content that will generate leads and help close sales.

What a sales funnel is, why to measure it, and how to move prospective sales targets from one stage to the next.

The sales lifecycle and how to use a CRM and Marketing Automation to shorten the length of time it takes to move a prospect through it.

*The biggest challenge we see with early-stage companies is a lack of sales and marketing preparedness. Greg and Jon deliver a hands-on workshop that solves this challenge. Participants finish the program with their CRM setup, and a clear understanding of the activities required to generate interest, leads and sales. **We believe early-stage companies benefit greatly from taking Startup Bootcamp: Sales & Marketing by the Numbers.***

Rob Barbara,
General Partner
Build Ventures



*Greg and Jon's 3 day workshop for startups teaches you the must-knows of marketing and sales. Then, it is up to you where to dive in deep and implement the tools and tactics which will work for your company. Being a technical founder, **I found it very valuable to see all the options we can work with at topLog.***

Ozge Yeloglu,
Co-founder
topLog



Hands-on Training

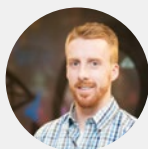
This workshop is unique in how hands-on it is. For almost every hour of theory, there is an hour of practice. Over the three days each participating company builds out their customized CRM, adds leads to it, creates call scripts, develops content, and leaves, not with just advice, but actual tools and digital copies of all the resources that can be referenced when needed.



"The hands on approach allowed for the learning to be applied directly to my business, integrated and ready to go by Monday."

*"The sales and marketing bootcamp was great. The amount of knowledge gained over weekend was so valuable. **The hands-on approach allowed for the learning to be applied directly to my business, integrated and ready to go by Monday.** Being in a busy startup, where time is of significant value, I found this course to be excellent not just in knowledge gained but the hands on learning approach."*

Moses Robicheau,
Co-founder
Addo



*"I would recommend the sales & marketing workshop to any startup company. Being a Software as a Service company it really helped us not just understand all the necessary elements to run a successful digital business, but also **gave us hands on practical tools to take our business to the next level.** It is the TOP sales & marketing workshop in the region and we were extremely fortunate to be a part of it with Pet Konekt."*

Justin Javorek,
Founder
Pet Konekt



Community of Peers

Participants become part of a growing community of alumni who have taken the workshop. This network of peers provide an excellent source of information and real-life experience to new participants.

Ensuring Value is Delivered

We believe in constant, continuous improvement. Each company that attends the workshop is surveyed three times. The first time is in advance of the workshop, so we can assess the cohort and customize the workshop modules for the group. The second is a week after the workshop and the final survey takes place six months later. This feedback helps ensure that every workshop is better than the last and that the work we do together evolves as quickly as the companies we help.

Survey data isn't just for CloudKettle's use. After each workshop, we present the results to the sponsors so they know what value their companies gained over the weekend and what other areas they may need a helping hand.

The Facilitators

Jon McGinley

Jon McGinley is the CEO of Livelenz. Prior to Livelenz, Jon was Director, Marketing at Radian6, a global leader in social media monitoring, measurement and engagement that was acquired by Salesforce.com. Jon was responsible for product, online and event marketing as well as helping to build the brand through media relations, customer outreach and strategic partnerships.

Before moving to corporate marketing, Jon spent over 10 years working with both traditional and digital agencies. His roles included account planning, creative content delivery, and digital strategy for many of Canada's top brands. Jon mentors at the Volta Startup House and teaches on the subject of digital marketing and sales for startups.



Greg Poirier

Greg Poirier is the President of CloudKettle. Greg introduced digital marketing at Empire Theatres and later rolled out their first social media campaigns, ecommerce strategies and mobile ticketing and couponing initiatives. The first technology company Greg joined was Radian6 (acquired by Salesforce), where he oversaw and grew the digital marketing team. He later joined TitanFile and then Livelenz, where his knack for creating efficiencies helped expand his role to Chief Operating Officer and where he still acts as an Advisor.

Greg mentors at the Volta Startup House and at the Norman Newman Centre for Entrepreneurship (Dalhousie University) on the subject of digital marketing and sales for startups.



For inquiries or more information on how to book a workshop, please contact info@cloudkettle.com