

Grand Scale Kickstart for ICURe

Programme Summary

2022 - 2025

Funded by



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Grand Scale Kickstart for ICURe

Strategic Sales and Marketing Programme (12 months)

<h2>Kickstart</h2> <p>(Training Programme)</p>	<h2>Empower</h2> <p>(Strategic Sales & Marketing Mentorship)</p>
<ul style="list-style-type: none">• Intensive 8-week training programme• Strategic marketing plan for launch<ul style="list-style-type: none">• Lead generation and automation• 1-2-1 workshop with Grand Scale	<ul style="list-style-type: none">• Content, community & coaching• Ongoing strategic sales and marketing support & upskilling• Subject matter expert masterclasses

2 months

10 months

Programme Schedule

PROGRAMME	DATE	AGENDA
Kickstart Training	Week 1	Introduction & Go-To-Market Strategy
	Week 2	Kickstart Module 1: Identify
	Week 3	Kickstart Module 2: Reach
	Week 4	Implementation Week
	Week 5	Kickstart Module 3: Engage
	Week 6	Kickstart Module 4: Supercharge
	Week 7-8	1-2-1 Workshop with Grand Scale
Empower Membership	Month 3 - 12	Strategic Marketing Membership (fully funded access for 10 months) - content, community and coaching.

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Grand Scale Kickstart Training (Month 1-2)

icureprogramme.com

GRAND SCALE Kickstart

4 step formula empowering innovation companies
to rapidly grow their customer base

Training Outcomes

- ✓ Discover a laser-focused, proven strategy to grow your customer base
- ✓ Master a tried and tested approach to finding and securing volumes of prospects
- ✓ Acquire the know-how to create a tailored content strategy to generate sales-ready leads
- ✓ Understand how to use the power of marketing automation for lead generation
- ✓ Develop the skills to deliver successful ongoing lead generation campaigns.
- ✓ Achieve big company marketing impact on a small business budget

12 months access to the Grand Scale Portal

Week 1: Introduction & Go-To-Market Strategy

PART ONE: INTRODUCTION

- Welcome & Meet Teams
- Introduction to Grand Scale
- Overview of Grand Scale Kickstart for ICURe
- Onboarding & Programme Q&A

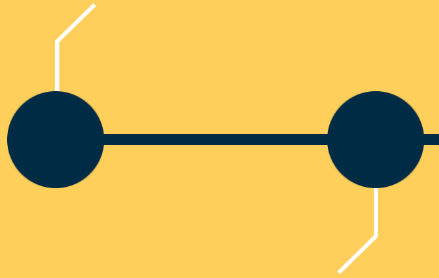
PART TWO: GO-TO-MARKET STRATEGY

- Masterclass accessed via Grand Scale Portal to answer 7 critical questions as groundwork for your marketing strategy development



Week 2-6: Kickstart Modules

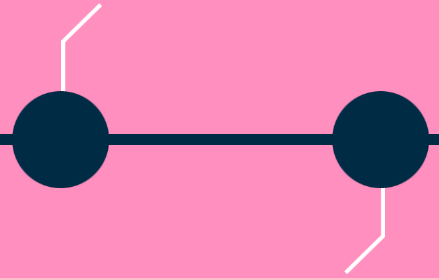
Identify campaign



Build persona

MODULE 1

Reach new prospects

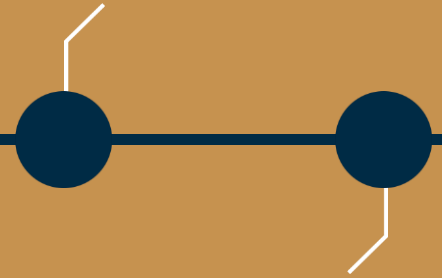


Prospecting tools & techniques

MODULE 2

IMPLEMENTATION WEEK

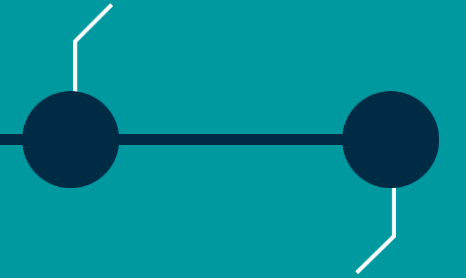
Engage with content that converts



Content strategy

MODULE 3

Supercharge



Marketing automation tools and tips

MODULE 4

Week 7-8: 1-2-1 Workshop with Grand Scale

- A dedicated 1-2-1 mentorship workshop with Grand Scale.
- This will involve a deep dive into your specific tasks, plan and approach to provide feedback and recommendations on your marketing launch strategy.
- This is an opportunity to get tailored feedback and mentorship from C-level strategic marketers.



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Grand Scale Empower Membership

(Month 3-12)

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GRAND SCALE EMPOWER

The ultimate strategic sales and marketing membership experience,
empowering innovation companies to launch, scale and grow.



Strategic Marketing Membership

- ✓ **10 months fully funded** access to Grand Scale Empower – content, community and coaching.
- ✓ Empower combines the power of C-level strategic sales and marketing mentorship with actionable training programmes, industry-specific resources and access to a supportive community of likeminded, innovation leaders.
- ✓ Format: online via Grand Scale Portal

We aim to Empower you to....

- ✓ Implement Kickstart learnings to successfully launch your marketing campaign
- ✓ Develop the skills to deliver successful ongoing lead generation campaigns
- ✓ Acquire knowledge in advanced marketing strategies to drive growth
- ✓ Upskill on the latest digital marketing and sales approaches
- ✓ Build brand value to attract customers, investors and other key stakeholders
- ✓ Develop confidence in managing your sales and marketing function focused on business growth

Empower Pillars

A unique online membership experience,
specifically designed for innovation companies and based on 3 pillars:



Thank You!

Got a question?

Contact us:

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Further info:

www.icureprogramme.com/grand-scale-kickstart/

