



METHODOLOGY MASTERY

A 15-month programme to support you in leading a strategic and operational marketing transformation programme in your business



LEADERSHIP PROGRAMME FOR SCALING BUSINESSES

Part One: Strategic Overview

Benchmark your marketing, define the decision journey and map your marketing.

Part Two: Journey Mapping

Create a Baseline Marketing Plan for the selected decision journey.

Part Three: Leak Investments

Tweak your Leaks and plan the deeper investments in fixing them to deliver your Baseline Plan.

Part Four: Mindset & Momentum

Set the budget, measurement and milestones to measure your success.

Expert support within a powerful and proven resource pack



Based on the best-selling book, Watertight Marketing and refined in use in real businesses over two decades.

RESOURCES INCLUDED

The second edition of Watertight Marketing is the core companion text for this programme, supplemented with:

- Chapter Companion videos (c.90 mins per chapter).
- Chapter Jotter & Exercises Booklet x 11.
- Exercise instruction briefings (video or audio as required).
- Group coaching session with your cohort for each chapter.
- One-to-one for your organisation for each chapter.
- Methodology Glossary.
- Set of concept graphics.

And, use of our software, as we release it in Beta.

What you get

- ✓ Common language
- ✓ Expert insight
- ✓ Momentum
- ✓ Peer support
- ✓ Proven resources
- ✓ Accountability
- ✓ Confident marketers



WHY?

WHY CHOSE WATERTIGHT?

Watertight Business Thinking is a proven process designed and refined over two decades and across more than 3500 businesses.

Introduced in the best-selling book, Watertight Marketing, it gives you a powerful thinking toolkit, and a common language for sales and marketing that means you can lock-in the success you've worked hard for. Equipping businesses to sustain healthy sales growth.



Strategic alignment across the team



Stop leaving money on the table



Release potential of good people



Researched across 3500+, sales-focused, <250 employee, companies since 2005.



The best of academic theories curated, adapted & supplemented to work in practice.



A carefully sequenced process that ensures that each decision and each investment builds incrementally on the last, to underpin sustainable and scalable business growth.



Designed and refined over two decades so that ideas are simple enough to understand and sophisticated enough to deliver.



Every concept is backed up with world-class learning resources, exercises, and access to proven experts, and other marketers, who've used them in real businesses.



Proven to create a company-wide marketing capability that delivers healthy real world results, not just a highly qualified marketer.



The most all-encompassing process I've ever undertaken. I only wish I'd done it ten years ago!

BRIAN WARREN
MD, Nviro



The stuff we've learnt with Watertight is more applicable to me than almost anything I've ever done in business.

JOSEF ELLIOTT
MD, Oyster IMS





WHAT YOU'LL COVER

PROGRAMMES START IN
JANUARY, APRIL, JUNE, & SEPTEMBER

MODULE 1
Map Your Marketing

INTRODUCTION

Your Objectives & Context

Setting context and goals for the programme.

Output: Clarify what you are selling to whom and why

CHAPTER 1

Their Thinking = Your Marketing

Understanding how real people buy things.

Output: Map cause and effect across six steps in a buying decision.

CHAPTER 2

Identify Your Leaks

Understanding how real people buy things.

Output: Map cause and effect across six steps in a buying decision.

MODULE 2
Build Your Baseline

CHAPTER 3

Their Needs = Your Messaging

Apply the Logic Sandwich messaging framework

Output: Create a compelling message for each step of a sale.

CHAPTER 4

Their Pace = Your Timing

How to earn the right to a person's precious time.

Output: Select core tools & techniques and commit to a rhythm.

CHAPTER 5

Their Team = Your Audiences

Understanding who has the ear of your buyer.

Output: Map the third parties with influence at each step of the sale.

MODULE 3
Tweak Your Leaks

CHAPTER 6

Your Bucket

How to keep profitable long-term customers.

Output: Plug any leaks in your bucket to support customer retention.

CHAPTER 7

Your Funnels & Filters

How to turn conversations into paying customers.

Output: Create core tools to support sales conversions.

CHAPTER 8

Your Taps

Generating a steady flow of interested people.

Output: Make clear choices about how to generate leads efficiently.

MODULE 4
Maintain Momentum

CHAPTER 9

Responsive Budget

Define an efficient marketing budget.

Output: Powerful budgeting tool to visualise rationale.

CHAPTER 10

Mindful Measurement

Understand the key metrics you need

Output: A robust measurement framework to track performance.

CHAPTER 11

Lifelong Habit

Ensure you have the Flow Foundations in place.

Output: The motivation and mindset to make marketing a habit.

ALSO INCLUDES

+ HALF WAY REVIEW

Present Baseline Plan

Present your baseline plan to the group and gather feedback.

AUGUST

Self Study & Break

A month with no group work to reflect at take a break.

DECEMBER

Self Study & Break

A month with no group work to reflect at take a break.



Group savings of up to £5k per person

Programme Includes	Core
One hour kick off call (team call if appropriate)	✓
Monthly tutorial video	✓
Monthly task briefing & worksheets	✓
Monthly group call with all programme delegates	✓
Monthly one-to-one with your team	✓
Two years access to course materials	✓
<i>Terms & Conditions Apply.</i>	Total per person
	£12,000
	<i>If 3 people</i>
	<i>£9k each</i>
	<i>If 6 people</i>
	<i>£8k each</i>
	<i>If 10 or more</i>
	<i>£7k each</i>

Flexible Additions



Half day workshop for up to 20 people: £5,000 (+ venue or postage)



Coaching calls for individuals or groups within one organisation: £200 per hour



Co-run Marketing Practice Group, providing access to all of our club Vault materials, and member's club activities, including a monthly 'Get it Done' day.: £1000 per co, per year.



Professional Certification for strategic marketers: £2500 per person