



## What is TGO?

Total Growth Ownership is a group coaching and implementation support programme designed specifically to do one thing. We are disrupting the market to reduce the dependency on agencies, put control back in the hands of business owners and create a step change in the results achieved from marketing.

Here's what's included:

- Pre-recorded training modules and accompanying worksheets/frameworks
- Live coaching and Q&A calls
- A LinkedIn support group
- Regular live training sessions with guest experts

## Why does it exist?

We created TGO after hearing story after story of B2B business owners and MD's having engaged a marketing agency or sales partner to aid their growth, only to be left disappointed and out-of-pocket by events in the months that followed. Worse still, there was a distinct lack of understanding about what went wrong, and how to avoid making the same mistakes over and over again.

When we investigated further, we found there was nothing that showed Owner-managed B2B companies how to take real ownership of their growth systems, to get clients and make sales quickly, even if starting from scratch.

## Who is it for?

We've designed TGO specifically for the market that we understand best, and have been working alongside since 2010... B2B Consultancy and Professional Services companies, Software companies, Managed Service Providers, and Value-Added Resellers (VAR's). The programme is designed for those who are in need of support with understanding and growing their business, regardless of previous sales or marketing knowledge.

We also have plenty to satisfy those that are more experienced marketers and salespeople, are looking to scale, but don't have the time to train their colleagues or associates.

TGO is available globally, and whilst we're usually working with the Owner or Managing Director, **your participation includes access for any and all members of your team that are responsible for new business.**

## When does it start?

The next intake of the programme begins Monday 11th January 2021.

## Here's how it works

To achieve Total Growth Ownership, you need more than to just pass over the responsibility to an external agency or freelancer. You need the positioning, processes, and presence - along with the knowledge of how to apply them - to create a results-driven, effective and sustainable growth capability EMBEDDED within your business and culture.

TGO provides you with this proven system and the environment to ensure it happens. We combine the structure and training content with expert coaching, an immersive, supportive environment and a powerful set of frameworks, to ensure your success.

## TGO PROGRAMME CONTENT

How to grow your Owner-managed B2B business...

- Adopt and integrate the right **Growth Technology**
- Create a targeted **Marketing Strategy**
- Dial up your **Positioning & Messaging** to be “Competitionless” to your audience
- Implement a structured and consistent **Sales Playbook**, designed to convert more business, and help you get sales people, internal and external, up to speed FAST
- **Automate** what you can, to create more revenue-generating time and impact
- Build or adapt your website to convert and **produce more leads**
- Create a powerful presence in the market, to create **a flood of right-fit opportunities**

### That's a lot to take in, so where best to start?

In just the first 30 days, we will help you “move the needle” and deliver some pipeline-building results, by guiding you through The Fruitful Four ®...

**1. Performance Positioning** - In this training we help you to evaluate your current positioning, and create your perfect message that communicates clearly WHY you are different. You'll learn how to craft a message that resonates, is relevant and makes you completely “competitionless” in the market.

**2. Scalable Systems** - Technology has become an essential component in the execution of truly effective marketing and sales operations. But the tech landscape is vast and confusing.

In this module, we distill down to the mandatory technical components you'll need, in order to create a scalable growth system.

**3. Potent Proposals** - This is a game changer. In itself, this training will more than cover the investment you make in TGO. In one short training, we'll show you how to take your existing proposal process, and streamline it. **This tactic alone will add 20-30% to your average closed deal value**, and you can implement it on day one!

**4. Dynamic Dialogue** - With the first three modules completed, you'll be chomping at the bit to start having more conversations with great-fit prospects. In this training, you'll learn a simple and super-effective strategy for connecting and starting conversations with targeted prospects, in a way that doesn't repel them, or get you pigeon-holed with all the "cold emailers" and LinkedIn "connect and pitch" amateurs.

And that's just for starters.

## Training

We'll give you all of the knowledge, tools, insights, best practices, mistakes to avoid and content that you need to get the biggest wins in the shortest amount of time. From the very start, you'll have access to all the training modules necessary to achieve your goals from the TGO journey, and on a regular basis I'll be hosting more sessions alongside niche experts, to bring the latest tactics and strategies to life. Attend live, or catch up when the recordings are added to your portal.

These base training components are complemented with our coaching calls...

## Coaching

As well as receiving all of the training materials, each week you'll have the option from 2 x LIVE 60-minute coaching calls with me and the rest of the course delegation where you can ask questions, troubleshoot any challenges, and get specific, tailored advice to get things moving forward for you. You not only have access to me and my team's expertise, but also the other active delegates and alumni, to share their collective experience.

## Support

On top of the training and coaching, you'll also gain access to the private LinkedIn group exclusively for TGO delegates. In this group we share our wins, share lessons, and reach out to each other for additional support.

It's all completely self paced, so once you join you'll have immediate access to the programme training material, coaching calls and support network.

Now, I'm sure you have some questions, let me answer a few you might have below...

## How much time will it take to learn and implement each week?

You can start to see results in as little as 1 hour a day. Each week is broken down into training time (2 hours per week) and implementation time (3+ hours per week). If you have more time than this, great. But if you don't have at least 5 hours a week to invest in this then this programme won't be a good fit for you.

## How long is the programme?

Members of TGO can expect to complete the base training modules in 90 days, after which the ongoing niche tactical training, along with the coaching and support, really come into their own, and help you to scale results. Once you join us, you get 12 month access to all of the programme materials and group. So don't worry if you need to miss a week because of work, family or leisure. You'll have plenty of time to catch up.

And that burning question...

## What's the investment?

Do you want to start taking ownership of your growth systems, and close more deals with more consistency?

A positive return on investment is our foremost goal, when accepting applications for our TGO programme.

We only work with clients that themselves have a high CLV (Client Lifetime Value). The average CLV of the last 5 clients we've worked with stands at £144k or \$186k at time of writing. Winning just one new client would eclipse the investment in TGO several times over, but we want your expectations and ambitions to be set far higher. Typically, our clients want one new client per month - a goal that represents a huge return on investment.

But we don't accept everyone, and you shouldn't expect any sort of "hard sell".

The investment for TGO is **£800 per month** +VAT (*where applicable*).

OR...

You can opt to make one single payment of **£4,000** +VAT, for **the first 12 months**.

## Is there a guarantee?

Yes, in fact, there are two...

1. **Love it or leave it.** Once accepted into TGO, attend your kickoff and game plan call, for starters. Dive into the group, experience the training in our immersive and interactive portal, attend the coaching sessions for a whole month... and if you don't love the experience, then request a refund in the first 30 days, and we'll part ways on good terms.

All we ask is that you give TGO the attention and effort it deserves, in the full expectation of transforming your business growth, whilst anticipating the best possible outcome.

2. **The "Double Your Money Back" guarantee.** 5x ROI within 365 days. If you complete and implement all the training and don't get at least 5x ROI on your investment within 365 days, we will give you double your money back.

## OK, so how do I claim my space on the programme?

If you are ready to join Total Growth Ownership, message me back and I'll take it from there.  
[matt@influenceagents.com](mailto:matt@influenceagents.com)

*Matt Hodgkinson*

## Still unsure?

Any time you invest time and money to work with a coach, there's a risk. So, what if it doesn't work? What if it's not as good as I've said?

Let's look at the best case and worst case scenarios...

**Best Case:** Over the next 90 days (Or sooner), you implement the training, you win new business from high value clients that you love working with. You get world class training, acquire new skills, a ton of confidence, and the systems that you create can now be used successfully to keep your business growing every month.

That's the best case.

But what about the worst case?

**Worst Case:** Maybe you get snowed under with client work and running the business...

Once you join TGO you have 12 months access to all the materials, the coaching and the support group.

Maybe it doesn't work?

If you complete and implement all the training and don't get at least 5x ROI on your investment within 365 days, we will give you double your money back.

**So there's no risk** to giving it a go and getting started, is there?