

The Relationship-Making™ Blueprint

10-Week Cohort Program Syllabus

Led by Christian Banach

Session 1: Welcome + Why the Old Playbook Is Broken

- Explore why referrals, SEO, and spray-and-pray tactics no longer deliver.
- Learn the mindset shift from short-term lead generation to long-term Relationship-Making™.
- Set program expectations and outcomes.
- **Homework:** Complete revenue & growth baselines.

Session 2: Find & Prioritize Accounts

- Define your Total Relevant Market and apply the 95/5 Rule.
- Build your Ideal Company Profile (ICP) and Buyer Personas.
- Create and tier a named target account list (1:1, 1:few, 1:many).
- **Homework:** Document wins/losses, build ICP + buyer persona templates.

Session 3: Orchestrate Thought Leadership

- Identify pivotal problems your prospects urgently need solved.
- Develop a unique POV + signature methodology.
- Map content to the buyer journey (awareness → consideration → decision).
- Plan tentpole content (e.g., research, ebooks) and repurposing.
- **Homework:** Complete content audit.

Session 4: Create Awareness & Demand

- Revisit the 95/5 Rule: why you must market to the 95% not in-market.
- Evaluate and choose the right awareness channels
- Learn to run campaigns, not “random acts of content.”
- **Homework:** Audit your current channels, develop point of view.

Session 5: Uncover Buying Signals

- Learn to track engagement activities (site visits, content interaction).
- Spot event triggers (job changes, funding rounds, M&A, past client moves).
- Use “signal stacking” to prioritize outreach.
- **Homework:** Identify signals.

Session 6: Strike with Precision

- Why relying only on inbound leaves money on the table.
- Execute targeted, signal-based outreach across multiple channels.
- Apply the 1:1, 1:few, 1:many approach.
- Explore how AI can support account + prospect research and hyper-personalization.
- **Homework:** Identify top 5 past clients/lost opps for quick wins campaign and start blueprint development.

Session 7: LinkedIn Strategy for Relationship-Making™

- Position your leadership as thought leaders, not just company mouthpieces.
- Build a system for consistent posting, boosting, and targeting.
- Leverage LinkedIn ads to amplify POV-driven content directly to named accounts.
- **Homework:** N/A

Session 8: The Relationship-Making™ Newsletter

- Why newsletters are a cornerstone of Relationship-Making™.
- Learn the AWARE model: Address, Widen, Assemble, Render, Evaluate.
- Balance curated + original content, avoid self-promotion.
- Design feedback loops to continuously improve.
- **Homework:** Complete newsletter audit.

Session 9: Tech Stack, Measurement & Virtual Roundtables

- Go beyond sales-only metrics → track leading indicators of engagement.
- Build dashboards + KPIs to prove ROI.
- Review your tech stack: identify the essential and aspirational tools
- **Homework:** Begin planning a virtual roundtable and complete tech stack self-audit.

Session 10: Roadmap to Launch

- Bring all pieces of FOCUS™ together into a launch-ready GTM plan.
- Finalize your virtual roundtable campaign.
- Build a 30-day execution plan.
- Create a roadmap for scaling ABM & Relationship-Making™ over the next year.
- **Homework:** Review blueprint checklist and draft 30/60/90 day plan

Format:

- 10 weekly live training sessions (60 min each)
- Weekly office hours for feedback & Q&A
- Access to templates, swipe files, and recordings