

FROM ROB SIMONS & JOHN LUND · THE AGENCY MATH DOESN'T WORK ANYMORE

STOP PAYING YOUR MARKETING AGENCY \$10K A MONTH.



Coach.Win's **AI Sales & Marketing Engine** delivers better targeting, sharper content, and personalized outreach, at a fraction of the cost. **Replace the agency. Keep the weekends.**

YOU PAY NOW	WITH COACH.WIN	HIGH-VALUE CLIENTS	NAMED TARGETS
\$5–15K	\$1,000	4–20	200
PER MONTH CURRENT AGENCY	PER MONTH ONGOING	TARGET WINS / YR NAMED TARGETS	PROSPECTS BUILT FOR YOUR GTM STRATEGY

AI SALES & MARKETING ENGINE

Replace the agency retainer with a system that prospects, writes, and follows up. Every week, on rhythm.

WHO IT'S FOR

- Professional services & specialized B2B: law, finance, IT services, commercial real estate >
- You need 4–20 high-value clients a year >
- You're spending \$5–15K/mo on an agency >
- You're not getting systematic, personalized outreach >

WHAT YOU GET

- ✓ **200-person target list:** named individuals, not just companies
- ✓ **Thought Leader Agent:** content in your voice, weekly
- ✓ **Market Intelligence Agent:** know what your competitors say and industry trends
- ✓ **Collision Agent:** personalized emails + LinkedIn per prospect
- ✓ **Trade Show Agent:** attendee lists scored, briefs on who to meet
- ✓ **AI-Native brand system:** voice, visuals, design, templates, skills
- ✓ **GEO analysis:** gain visibility in ChatGPT, Perplexity, Claude
- ✓ **6 branded templates:** blog, white paper, case, LinkedIn, email, brief
- ✓ **CRM integration:** HubSpot, Salesforce, or scheduling guide

CUSTOMIZATION

\$9,900

Includes your first two months

ONGOING

\$1,000 / mo

Month 3 onward

YOU SAVE \$4,000–\$14,000 / MO

vs. your current agency

LET'S BUILD YOUR ENGINE.

Book a 30-minute discovery call at elevate@coach.win.

SALES & MARKETING · OPERATING FRAMEWORK

THE COACH.WIN GTM SALES & MARKETING ENGINE.

One strategy. One source of truth. Feeds the engine.



GTM STRATEGY

The strategy driving your sales and marketing engine.

HUB

SINGLE SOURCE OF TRUTH

The single source of truth for your sales and marketing. Every agent, every campaign, every customer touchpoint runs through it.

WHERE TO PLAY

- Sandbox
- Markets
- Ideal Customer Profile
- Channels
- Partners

HOW TO WIN

- Market Value Prop.
- Competition Grid
- Sales Fishbone
- Proof Points
- Lead Scripts

AI-NATIVE BRAND

- Visuals
- Voice & Tone
- Skills
- Design System
- Templates



Agent 1

THOUGHT LEADER

From transcripts to thought leadership, in your voice.

You have the ideas. You don't have the hours. This agent turns what you already know into a content library that compounds.

- Articles
- Social Media Posts
- Lead Magnets
- Websites
- Knowledge Hub

Agent 2

MARKET INTELLIGENCE

See the moves before your competitors do.

Pulls signals across your markets, your ICPs, and your competitors. Filtered through your GTM Strategy. Ready to deploy.

- Prospect Identification & Scoring
- Industry Intel
- Competitive Insights
- Key Client Monitoring
- Proactive Content

Agent 3

CREATE COLLISION

Turn visibility into conversations. Conversations into clients.

Orchestrates targeted outreach, grounded in your GTM Strategy and powered by Market Intelligence. Reach becomes revenue.

- Personalized Outreach
- Online Connections
- Referrals
- Events
- Drip Campaigns

Agent 4

TRADE SHOW COLLISIONS

Walk in knowing exactly who to meet, and what to say.

Turns any attendee list into a ranked plan: every company scored against your ideal client, research briefs on the ones worth meeting.

- Attendee List Scoring
- Who-to-Meet Briefs
- Talking Points per Target
- Pre-Show Game Plan
- Follow-Up Targets

READY TO BUILD YOUR ENGINE?

Book your discovery call at elevate@coach.win.