

Validate, Price and Sell

From Offer to Pipeline

The line between a job and a business is a paying client. Turn capability into a priced, outcome led offer, validate it with real prospects, and launch a repeatable sales pipeline.

DURATION**32 hours · 4 days****FORMAT****In person, hands on****CLASS SIZE****12 to 16****ASSESSMENT****Project + Oral Interview**

ABOUT THIS COURSE

Capability does not pay. Clients do. AOP 105 is four days of turning what you can do into what someone will buy: a priced, outcome led one page offer, validated in structured conversations with real prospects, not friends, then pushed into a live pipeline through a personalised four touch outreach sequence.

The labs run on your real offer and real prospects; the outreach is drafted, approved and sent live in class, and the course is assessed on the evidence: your offer and validation log as a project, and your pipeline defended in an oral review. Participants without an offer of their own work the method on the Brightleaf reference business as the worked demonstration.

WHO THIS COURSE IS FOR

Founders, freelancers, and operators with a working capability who have not yet converted it into consistent, qualified sales conversations.

No prerequisites beyond basic computer literacy and a personal laptop. Participants without their own venture build on Brightleaf Bookkeeping, a fully prepared reference business supplied in the course starter pack.

WHAT YOU WILL BUILD

- A priced one page offer
- A validation log of at least five real prospect conversations
- A launched four touch sequence with a populated pipeline tracker and at least one booked conversation

LEARNING OUTCOMES

On completion, participants can:

- L01** Define a minimum viable offer priced on outcomes rather than hours
- L02** Pre validate an offer through structured conversations with real prospects and log the signals
- L03** Build a targeted prospect list using ideal customer profile filters in Apollo
- L04** Design and launch a personalised four touch outreach sequence
- L05** Run a pipeline tracker, qualify replies honestly, and book real sales conversations

COURSE OUTLINE

DAY	THEME	WHAT HAPPENS	HRS
Day 1	The minimum viable offer	Outcome led offers, pricing on value, the one page offer, and the first client shortlist.	8
Day 2	Pre validation	Structured validation conversations with real prospects, signal logging, and the go or refine decision.	8
Day 3	Building the pipeline	Go-to-market for a small operation, ideal customer profiles, and a targeted Apollo list of around 25 prospects.	8
Day 4	The sales motion	The four touch sequence launched live, objection handling, qualification, and pipeline review.	8

ASSESSMENT**Project**

Offer and validation log, 2 hours. The priced offer and evidence of real validation conversations, assessed against published criteria.

Oral Interview

Pipeline review, 2 hours. The live pipeline walked through and every qualification decision defended.

Of 26 contact hours: 11 instructor led classroom, 11 practical hands on, and 4 assessment, plus 6 hours of scheduled breaks. No asynchronous or self directed hours: every hour is facilitated. A Certificate of Completion is issued by Future Edge Institute on meeting every deliverable gate, passing each declared assessment at the 70 percent threshold, and attending at least 75 percent of scheduled hours.

FEES AND FUNDING

This is a premium commercial programme. Fees and intake dates are confirmed at enquiry. Future Edge Institute is working on obtaining its licence as a Registered Training Provider from SkillsFuture Singapore (SSG); until that registration is granted, this course is not eligible for SkillsFuture Credit or other government subsidies.

Enquire about this course

Fees, intake dates and private runs: sales@kydongrp.com