



Bob Fucci

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# North America and EMEA Expansion



**INCORPORATE, OPERATE**

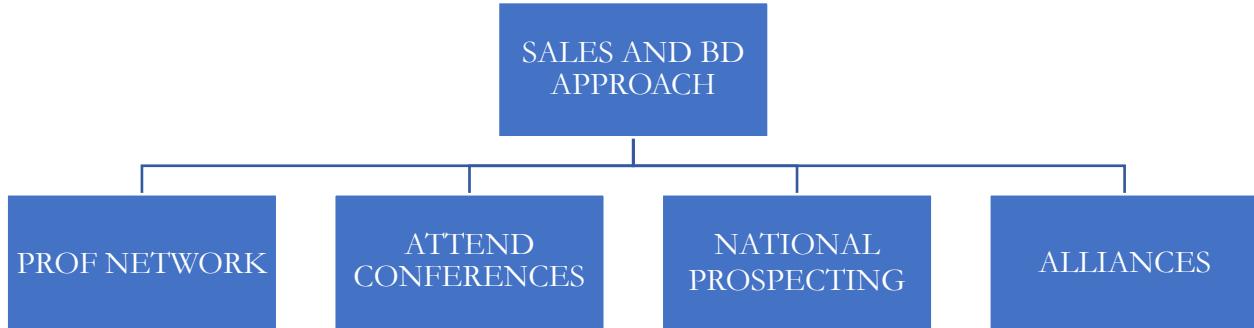


**BUSINESS DEVELOPMENT,  
SALES & PARTNERSHIPS**



**MARKETING**

# PROSPECTING PROCESS



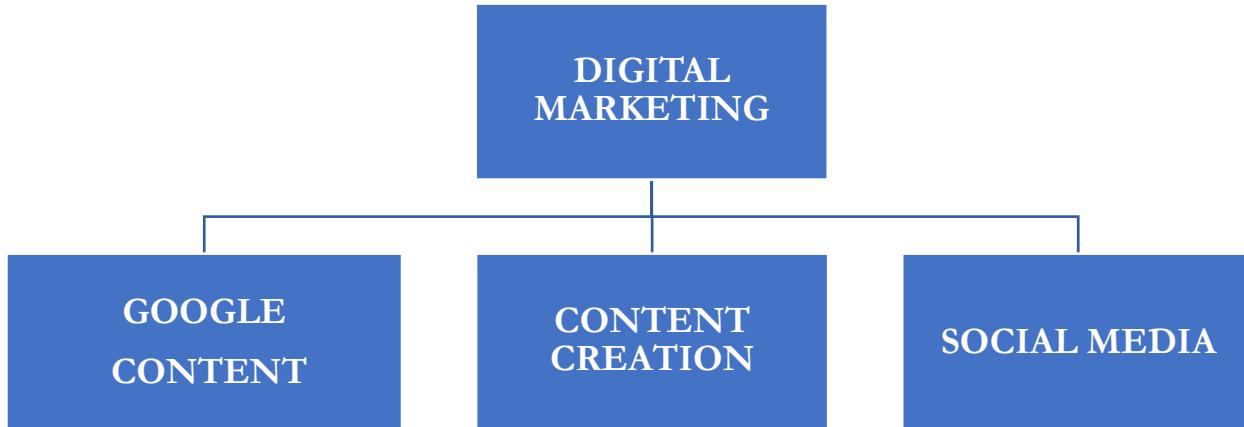
**Prospecting and Networking**— Leverage my personal and professional relationships as well as building a prospecting database based on titles, keywords, company size, vertical industry, and other criteria.

**Discovery**— Pre-defined list of questions, which have been refined both in training and through internal collaboration

**Emphasis on Quality, Execution, and Value** – In the same way a direct salesperson would execute this step.

**Proposal and Close** – I will utilize existing materials, review, and gain approval for all proposals. Done in close collaboration with the client.

# DIGITAL MARKETING



**Google & Site Content** – Google Analytics, Google Search Ads & Account Setup, Search Console Setup, Google Place Listing, Google Display Ads & Setup.

**Content Creation** – Create 3-months of branded social content, Create 3 YouTube Videos.

**Social Media** – Set up Facebook page, Set up Facebook and Instagram Ad Account, Set up Branded Templates, for Posts and Ads, Set up YouTube Ad Account..

# HIGHER EDUCATION RELATIONSHIPS

LinkedIn Sales Navigator search results for "Higher Education" (2 filters):

Search term: Higher Education

Filters applied:

- Current company: Ellucian
- Role: Customer Success and Support

Results (129):

- Dale Hochstein - 2nd  
Chief Information Officer - Marymount Manhattan College  
Boynton Beach, Florida, United States  
10 years 9 months in role | 10 years 9 months in company  
About: Dynamic and resourceful Information Technology Executive with an extensive tr ... Show more  
Experience: 2009 – 2009 ( less than a year ) - SunGard Higher Education - CIO  
6 mutual connections Shared groups
- James Willey - 1st  
SVP of Product Management - Ellucian  
Beaufort, North Carolina, United States  
6 months in role | 6 months in company  
About: In the software world where we work and how we do it is getting blurred. My g ... Show more  
Experience: 2019 – 2023 ( 4 yrs 8 mos ) - Higher Logic - Chief Product Officer & EVP  
17 mutual connections
- Gopi Chigurupati - 2nd  
Strategic Account Executive - Ellucian  
Greater Philadelphia  
1 year 3 months in role | 1 year 3 months in company  
About: Strong Sales/Consulting Professional skilled in Cloud, Analytics, Customer Relati ... Show more  
Experience: 2008 – 2010 ( 2 yrs 8 mos ) - SunGard Higher Education - General Manager, Corporate Sales Support

LinkedIn Sales Navigator search results for "Higher Education, 1st degree connections" (1 filter):

Search term: Higher Education, 1st degree connections

Filters applied:

- 1st degree connections

Results (378):

- Oren Pinhas - 1st  
Higher Education Practice Leader - ProspectCloud  
Miami-Fort Lauderdale Area  
9 years 10 months in role | 9 years 10 months in company  
Recently hired 12 mutual connections 2 recent posts on LinkedIn
- Maher Almasri PhD MBA(HEM) MSc DDS FCGDent - 1st  
Director - College of Medicine and Dentistry Ltd  
Birmingham, England, United Kingdom  
12 years 7 months in role | 12 years 7 months in company  
About: Visionary Higher Education Architect with 20+ years of experience designing an ... Show more  
4 mutual connections 1 recent post on LinkedIn
- Dr. Kory Epps B. - 1st  
Chief Officer, Strategy & Operations - Bryant Gage  
Raleigh-Durham-Chapel Hill Area  
1 year 11 months in role | 1 year 11 months in company  
About: Strategic HR Advisor | HR Technology Leader | Workday Implementation Expert ... Show more  
2 mutual connections 1 recent post on LinkedIn
- Mark V. Smetanin - 1st  
Founder / Product Owner / Team Lead / Consultant - CHM Inc

# PROSPECT AT US CONFERENCES

## Council for Higher Education Accreditation (CHEA) Annual Conference

- **Timeframe:** January or February
- **Focus:** Accreditation, quality assurance, and institutional effectiveness in higher education.
- **Website:** [CHEA](#)

## American Council on Education (ACE) Annual Meeting

- **Timeframe:** March
- **Focus:** Senior leadership, policy, and strategic issues in higher education administration.
- **Website:** [ACE](#)

## American Association of Community Colleges (AACC) Annual Convention

- **Timeframe:** April
- **Focus:** Community college leadership, innovation in teaching, and workforce development.
- **Website:** [AACC](#)

## National Conference on Student Recruitment, Marketing, and Retention (NAMRC)

- **Timeframe:** Summer (varies)
- **Focus:** Enrollment management, recruitment strategies, and retention initiatives.
- **Website:** NAMRC

# PROSPECT AT CONFERENCES

## Association of American Colleges and Universities (AAC&U) Annual Meeting

- **Timeframe:** January
- **Focus:** Higher education leadership, diversity, equity, and inclusion, liberal education, and curriculum development.
- **Website:** [AAC&U](#)

## International Society for Technology in Education (ISTE) Conference & Expo

- **Timeframe:** June
- **Focus:** Technology integration in higher education, educational technology strategies, and digital learning tools.
- **Website:** [ISTE](#)

## National Association for College Admission Counseling (NACAC) National Conference

- **Timeframe:** September or October
- **Focus:** College admissions, recruitment, and financial aid, with sessions tailored for higher education administrators involved in admissions strategy.
- **Website:** [NACAC](#)

# PROSPECT AT CONFERENCES

## Association for Institutional Research (AIR) Annual Forum

- **Timeframe:** May or June
- **Focus:** Institutional research, data analytics, and decision-making for college administrators.
- **Website:** [AIR](#)

## College and University Professional Association for Human Resources (CUPA-HR) Annual Conference

- **Timeframe:** October
- **Focus:** Human resources management in higher education, covering compensation, workforce issues, and employment law.
- **Website:** [CUPA-HR](#)

## The National Symposium on Student Retention (NSSR)

- **Timeframe:** October or November
- **Focus:** Student retention strategies, student success programs, and effective administrative practices.
- **Website:** NSSR



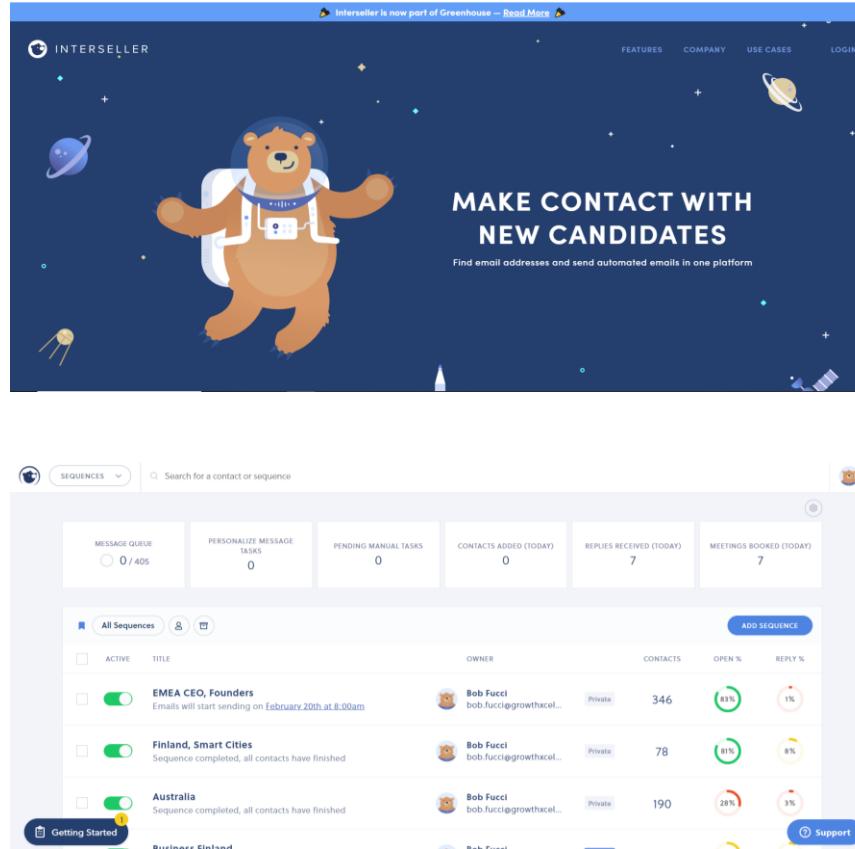
# EXECUTE

## Hitting the Bulls-Eye Every Time

- Preparation – perform thorough research on all potential prospects.
- Clear articulation – value proposition, approach and responsibilities.
- Highlight successful clients and partnerships.
- Highlight adaptability and flexibility.
- Always define next step, key stakeholders, objections, etc.
- Be highly responsive and helpful.
- Always sell value and validate results.

# UTILIZE PROVEN PROSPECTING TOOLS

## Prospecting At Scale



The screenshot shows the InterSeller platform. At the top, there's a banner with a cartoon bear in a space suit, the text "MAKING CONTACT WITH NEW CANDIDATES", and a subtext "Find email addresses and send automated emails in one platform". Below the banner, the main interface has a header with "SEQUENCES" and a search bar. It displays various metrics: MESSAGE QUEUE (0 / 405), PERSONAL MESSAGE TASKS (0), PENDING MANUAL TASKS (0), CONTACTS ADDED (TODAY) (0), REPIES RECEIVED (TODAY) (7), and MEETINGS BOOKED (TODAY) (7). The main content area shows a list of sequences:

ACTIVE	TITLE	OWNER	CONTACTS	OPEN %	REPLY %
<input checked="" type="checkbox"/>	EMEA CEO, Founders Emails will start sending on February 20th at 8:00am	Bob Fucci bob.fucci@growthxcel...	346	83%	1%
<input checked="" type="checkbox"/>	Finland, Smart Cities Sequence completed, all contacts have finished	Bob Fucci bob.fucci@growthxcel...	78	61%	8%
<input checked="" type="checkbox"/>	Australia Sequence completed, all contacts have finished	Bob Fucci bob.fucci@growthxcel...	190	28%	3%
<input checked="" type="checkbox"/>	Business Finland	Bob Fucci			

At the bottom left is a "Getting Started" button, and at the bottom right is a "Support" button.

### US and International Data Set

- 10,000 US (Owners, Founders)
- 30,000+ Opt-In DB – With a Concentration on UK, Ireland, Finland, Sweden, Denmark, Germany, and Italian Companies
- Fully integrated with your CRM

# PROSPECT TO THE PRECISE RIGHT PERSONA

## Professional Templates

- Define the Content We Choose
- Track Opens, Clicks, Booked Meetings

MESSAGE QUEUE  
0 / 192

PERSONALIZE MESSAGE TASKS  
0

PENDING MANUAL TASKS  
0

CONTACTS ADDED (TODAY)  
0

REPLIES RECEIVED (TODAY)  
0

MEETINGS BOOKED (TODAY)  
0

ACTIVE	TITLE	OWNER	CONTACTS	OPEN %	REPLY %
<input checked="" type="checkbox"/>	EMEA CEO, Founders Sequence completed, all contacts have finished	Bob Fucci bob.fucci@growthxcel...	Private 370	82%	1%
<input checked="" type="checkbox"/>	Finland, Smart Cities Sequence completed, all contacts have finished	Bob Fucci bob.fucci@growthxcel...	Private 78	81%	8%
<input checked="" type="checkbox"/>	Australia Sequence completed, all contacts have finished	Bob Fucci bob.fucci@growthxcel...	Private 190	28%	3%
<input checked="" type="checkbox"/>	Business Finland Sequence completed, all contacts have finished	Bob Fucci bob.fucci@growthxcel...	Shared 612	36%	6%

Getting Started

Sweden Database

Bob Fucci

Support

RE: Your sales partner in the US market  
Hi there, I'm reaching out again because my company, GrowthXceleration, specializes in working with...

AUTOMATICALLY SENDS 8 DAYS AFTER

GrowthXceleration - Sales Expansion In The US  
Hi Bob, I'm reaching out because I assume you've got the US market in your sights. Respectfully -- wit...

AUTOMATICALLY SENDS 8 DAYS AFTER

RE: GrowthXceleration - Sales Expansion In The US  
Hi there, I'm reaching out because I assume you've got the US market in your sights. Respectfully -- w...

AUTOMATICALLY SENDS 8 DAYS AFTER

RE: GrowthXceleration - Sales Expansion In The US  
Hello Bob, I'm reaching out because I assume you've got the US market in your sights. Respectfully -- ...

AUTOMATICALLY SENDS 8 DAYS AFTER

RE: GrowthXceleration - Sales Expansion In The US  
Hi Bob, I'm reaching out in the event you've got the US market in your sights for 2023? Respectfully -- ...

SEND TEST EMAIL

GrowthXceleration - US Revenue Expansion

Hi Bob

I'm reaching out in the event you've got the US market in your sights for 2023?

Respectfully -- without close proximity to your target market, we've seen overseas organizations struggle to sell into US companies.

That's why I'm getting in touch. GrowthXceleration is US based and extremely experienced with selling software products into domestic (US) companies. I'd love to help grow your footprint here in the US.

If you're interested, my ask is 15 minutes to see if we can help.

Are you available for a call over the next week?

Click now to schedule a call today

GROWTHXCELERATION

Best regards,

Bob Fucci

Support

Getting Started

- ## Run Campaigns At Scale
- US and International
  - Full Team Visibility
  - Right Personas, with Right Messaging

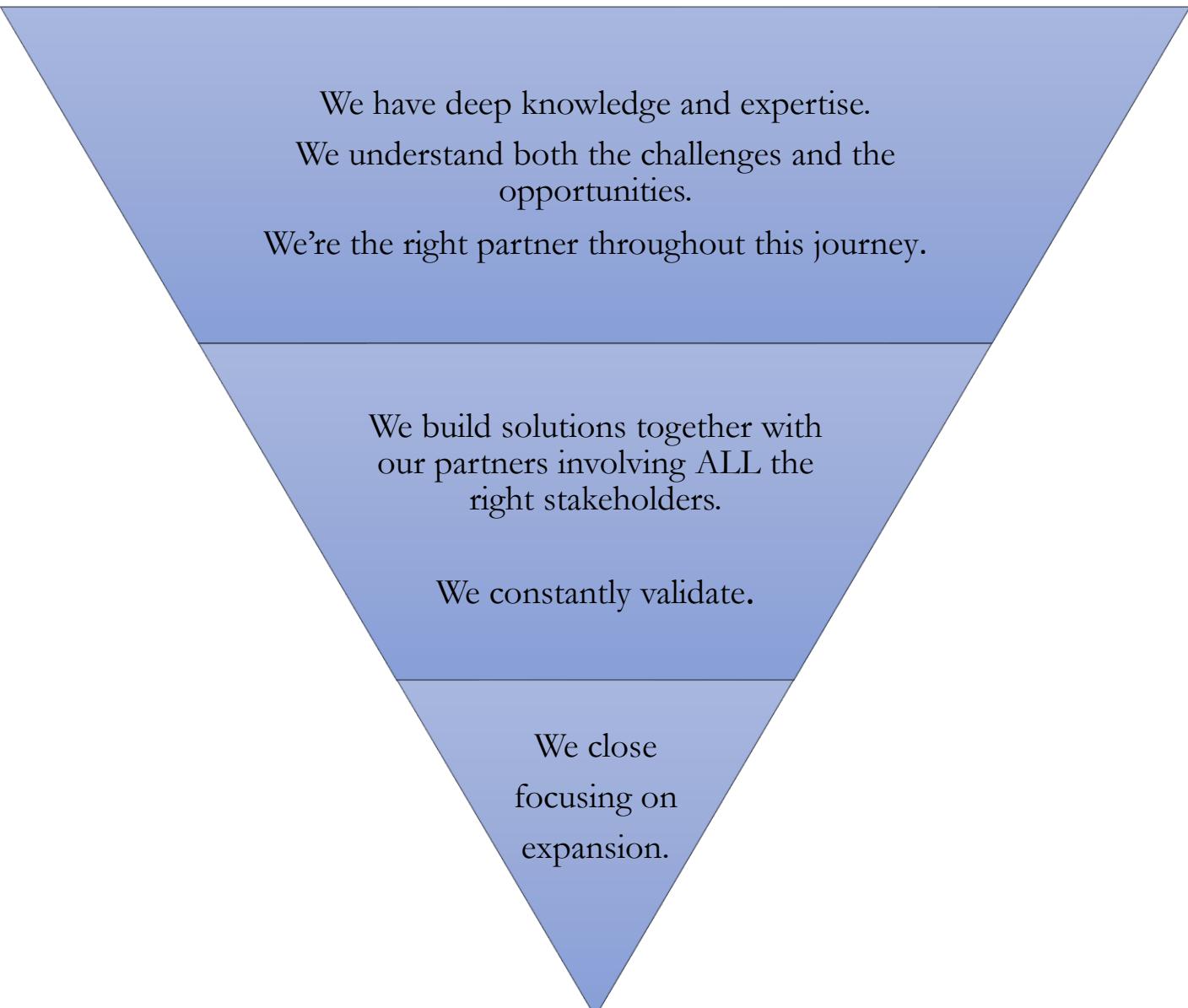
# UTILIZE LINKEDIN INMAILS

## LinkedIn InMail

- Concise introductions and meeting confirmation

The screenshot shows the LinkedIn Sales Navigator inbox. At the top, there's a navigation bar with tabs for Home, Accounts, Leads, Messaging (which is selected), and Referrals. Below the bar is a search bar and filter options for Lead filters and Account filters. The main area is titled "Sales Navigator Inbox" and shows a list of messages. One message from "Steven Katirai" is highlighted, showing a recent interaction where he accepted the InMail. The message content is: "Hi Bob, Thanks for reaching out. I'd like to learn more." To the right of the inbox, there's a sidebar with information about Steven Katirai, including his profile picture, title ("2nd"), company ("ProForecast"), location ("Newcastle upon Tyne, England, United Kingdom"), and a "Save" button. Below this, there are sections for "Shared connection" (listing Gary Cokins) and "Shared 7 articles". A large input field at the bottom allows for composing a new message, with a "Send" button and a "New message" button.

# LEAD CLIENTS THROUGH THE DECISION PROCESS



We have deep knowledge and expertise.  
We understand both the challenges and the opportunities.

We're the right partner throughout this journey.

We build solutions together with our partners involving ALL the right stakeholders.

We constantly validate.

We close focusing on expansion.

# DRIVE INFLOWS CREATE A HUBSPOT CRM INSTANCE

Higher Education	Enrollment	Comments
Northeast	XS – 3,000 or Less S – 5,000 or Less	Starting from the 1 <sup>st</sup> week, I'll build and launch outbound campaigns.
Southeast	M – 10,000 or Less L – 15,000 or Less	<ul style="list-style-type: none"><li>• All data is your property.</li><li>• At your request, I will upload contacts to your CRM or Marketing systems.</li></ul>
Central	XL – 25,000 or Less Jumbo – 25,000+	<ul style="list-style-type: none"><li>• Initial database targets<ul style="list-style-type: none"><li>○ 5,000 in Month 1</li><li>○ 10,000 in Month 2</li><li>○ 15,000 in Month 3</li><li>○ 20,000 in Month 4</li></ul></li><li>• We can quickly adjust focus (add additional verticals, titles, company size, etc.)</li><li>• Working in partnership to craft aligned messaging.</li></ul>
Southwest		
West		
Top Tier – Must Wins		
Community Colleges		

# EXPERIENCE

Company	Assignments	Achievement
Sun Micro	IBM Globally, Global System Integrators	Multi-Million, dollar licensing agreements for JAVA, Solaris, E10K, (Managed a complex and often competitive relationship)
Siebel	GE Globally	Alliances with Genpact, GE Finance - \$80M of partner revenue, \$155M of direct revenue
SAS	GE and IBM Globally, Promoted to Senior Director for MFG and CPG BU's	Negotiated and closed IBM Global Services Agreement.
Callidus Cloud	Banking and Capital Markets, Established and Launched SAP Global	More than \$125MM Incremental Revenue Acquired by SAP in 2017 for more the \$2.4B
Oracle	High Tech Manufacturing Sales Leader	Multiple enterprise wins in High-tech Mfg., Communications, and Distribution.
Tibco/Spotfire	VP NA Financial Services Sales, Lead on partner pursuits at PWC, TCS, Tech-Mahindra,	5 Partner-led wins, Offshore partners were primarily Delivery focused
ZyLAB	SVP, GM North America	Multiple enterprise wins in Financial Services, Insurance, and Federal Government.- led ZyLAB to “Leader” status with Gartner.
ProcessMaker	Ellucian (Client of GrowthXceleration)	Ellucian – Global Higher Education White Label Partner

# PROJECTED METRICS AND RESULTS

## Target Metrics, Prospect, Qualify, Close

My targets and objectives during the initial 4-month Pilot.  
I am prospecting during my 1<sup>st</sup> week onboard

Activity – Based on 30 hours per week	Onboarding First 2 Weeks	45 Day Metric	75 Day Metric	100 Day Metric	125 Day Metrics
Leverage My Professional Network  6,500 + Connections  1,500+ CEO's and Founders  3,000+ IT	50-100 Personal Outreach	300 Personal Outreach	600 Personal Outreach	900 Personal Outreach	1,200 Personal Outreach
Outbound Campaigns (Includes email and LinkedIn Prospecting)	Develop Focused Solution Campaigns	1,800	3,600	4,800	6,000
Telesales Follow-up on Opens, Clicks, and Meetings Booked	Develop, refine scripts, CTA,	360	720	960	1,200
Discovery	Build, refine Discovery Templates	15	30	60	90
Proposal, New Business	Build, refine Proposal Templates	1-2	3-5	5-7	10+

# ONBOARDING

## Onboarding Process and Elements Includes

- 3-4 days of Solution Training
- Team Connect – Aligning to all relevant team members
- Sales KPI's and Revenue Targets
- Decision regarding the time allocation and focus on Direct Clients and Partnerships
- Draft and review my 30/60/90 Plan
- Create Quarterly and Annual Sales Forecast

# COMMERCIAL FRAMEWORK

- 1099 Contract Employee or Full-time Employment
- Monthly Retainer - \$4,000
- Commissions Rate of 5% on Net Revenue, Paid Monthly Within 30 Days Of Customer Payment For 12 Months
- NDA, Full IP Protection
- Client corporate email address, CRM account (if available)



THANK YOU

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