

BUSINESS GROWTH & DEVELOPMENT

Growth services for owner-led B2B service businesses.

Win new customers. Train your team. Deliver more work.

Win new customers.
Deliver more work.

Business development · Training · AI · Hiring

WIN CUSTOMERS. DELIVER THE WORK.

Win the right customers. Build your team to deliver efficiently.

NextLead helps B2B service businesses win customers, train staff and improve how work gets done, so more of the business can run without the owner doing it all.

WIN NEW CUSTOMERS

Win the right customers consistently.

If most new work comes from referrals, or sales activity stops when you get busy, we help you find customers and follow up consistently.

- 01 Customer research & branding
- 02 Content & customer outreach
- 03 Sales tools & proposals

DELIVER MORE WORK

Deliver more work.

If every new customer adds more work to your senior team's week, train junior staff to take on more, automate routine tasks and hire for the work that remains.

- 01 Staff training & development
- 02 AI training & automation
- 03 Role design & recruitment

More work won. More work delivered. Less dependence on you.

We first look at where you need help: finding customers, closing sales or getting the work done. Then we agree the work to tackle first.

OUR TEAM'S EXPERIENCE

We have built, grown and sold businesses.

We understand the owner's job: find customers, lead the team and get the work done.

Sales, staff and day-to-day delivery.

Our management team built and sold two businesses, each grown to more than A\$1 million in annual revenue.

We now help owners of B2B service firms improve sales, train staff and set up tools and processes that let more work happen without them.

9 years

Supporting business growth

Helping businesses find customers and train their teams.

350+

Businesses supported

Across Australia and New Zealand, with business development.

2,000+

Staff trained

Through courses, training programs and practical frameworks.

2 exits

Businesses built and sold

Each exceeding A\$1m in annual revenue before sale.

Get your knowledge out of your head and into the team.

We document how you sell and deliver your services, then create the proposals, training and tools your staff need to do the work.

01 / WIN NEW CUSTOMERS

Find and win new customers.

Find the right businesses, start sales conversations and send proposals that make it easy to understand your offer.

We research your target customers, sharpen your website and messaging, create content and outreach, then prepare the sales documents you need to win the work.

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- | | | |
|---|---|-------|
| 01 | Customer research & branding | p. 04 |
| Get a researched customer list and clear website copy that explains why those businesses should choose you. | | |
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| 02 | Content & customer outreach | p. 05 |
| Turn your experts' knowledge into content and personalised outreach that starts sales conversations. | | |
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|---|------------------------------------|-------|
| 03 | Sales tools & proposals | p. 06 |
| Use research briefs, editable pitch decks and proposal templates to prepare for sales faster. | | |

You lead the sales meetings. We prepare the research, content, presentations and proposals that support them.

Help the right customers choose your business.

Identify the businesses you want as customers, understand the people who buy your services and make your website and social profiles explain why you are a good fit.

Good prospects struggle to see the difference

You can explain your value in a meeting, but your website and social pages leave buyers with questions. Your team spends hours researching prospects, often without knowing which businesses need your services or who makes the buying decision.

What we build and deliver

01	Your ideal customers, clearly defined	Define the types of businesses, problems and buying situations you want to target, then build a researched list of companies that match.
02	Research on the people buying	Identify the relevant decision makers and research their business priorities, giving you useful context for the first introduction and the questions you ask.
03	Clear descriptions of your services	Write service descriptions that explain who you help, what you do and why it matters, so buyers can quickly understand what you offer.
04	Website and social profile updates	Build or refresh your website, company pages and owner's social profile so each clearly explains your services, shows your expertise and invites an enquiry.

WHAT CHANGES

Know which businesses to contact, who to speak to and what to say about your services.

Start conversations with the customers you want.

Turn interviews with your experts into useful articles, posts and resources, then use personalised outreach to start conversations with the businesses you want to work with.

Delivery leaves little time to find customers

Your team has useful knowledge to share, but client work comes first. Posts go unwritten, outreach gets postponed and new business depends on referrals. When work slows down, you are starting conversations from scratch instead of following up with people who already know your business.

What we build and deliver

01	Articles and posts from expert interviews	Interview your subject-matter experts and turn their knowledge into articles and social posts, so they can contribute without writing every piece themselves.
02	Guides, checklists and personalised resources	Create useful guides, checklists and research for prospective customers, giving you something relevant to share when you introduce your business or follow up.
03	Personalised outreach to selected customers	Contact agreed prospects with messages based on their business and needs, supported by LinkedIn content and selected campaigns that introduce your services.
04	Follow-up messages and response tracking	Record replies, organise follow-up and identify conversations for your sales team, then use the responses to improve the content and messages you send.

WHAT CHANGES

A regular program of useful content and personalised outreach to start sales conversations with the customers you want.

Spend less time preparing for every sale.

Get customer research, pitch decks, proposal templates and follow-up messages ready to adapt for each buyer, so you can spend more time with prospects and less time preparing documents.

Every proposal takes the owner away from delivery

A promising enquiry arrives, but you still need to research the business, prepare questions, build a presentation and write the proposal. When every document starts from scratch, opportunities wait for a gap in your diary and follow-up is easy to miss.

What we build and deliver

01	Research before each discovery meeting	Build research tools and meeting briefs that bring together the prospect's business, priorities and useful questions, helping you prepare for a focused discovery conversation.
02	Pitch decks built for each buyer	Create presentation sections you can combine for each prospect, covering the relevant services, examples and proposed approach without rebuilding the deck each time.
03	Proposal templates for your services	Build editable proposal documents with sections for the buyer's needs, recommended work, scope and next steps, making tailored proposals quicker to put together.
04	Follow-up messages and sales steps	Write follow-up messages and define the steps, owners and actions for each sales stage, so your team knows what needs to happen next.

WHAT CHANGES

Prepare faster and follow up consistently. You lead sales meetings, approve the scope and agree the commercial terms.

02 / DELIVER MORE WORK

Deliver more work. Keep your standards.

Train staff to handle more work, use AI to reduce repetitive tasks and hire for the work your team still cannot cover.

If growth means longer hours for you and your senior staff, we help you train others to take on the work. Then we improve the tools they use and add people where you need them.

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- 01** **Staff training & development** **p. 08**
- Turn senior staff's knowledge into courses, instructions and exercises that teach others how to do the work.
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- 02** **AI training & automation** **p. 09**
- Train staff to use AI and automate repeated tasks, with senior staff checking the results.
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- 03** **Role design & recruitment** **p. 10**
- Define the role, find and interview candidates, then provide six months of onboarding and training.
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Train the people you have. Automate the repetitive work. Hire when you know what extra help you need.

Help your team deliver more work independently.

Turn the knowledge of your senior staff into courses, procedures and practical training, so junior staff can do more of the work to the standard you expect.

The same questions keep reaching senior staff

Senior staff know how to do the work, but they rarely have time to explain it properly. Junior people wait for help or repeat mistakes, while experienced people correct work and answer the same questions. Hiring more staff adds pressure when everyone still needs the same people to teach them.

What we build and deliver

01	A review of skills and tasks	Review what each role does, where people need help and which tasks junior staff could take on with training, then set the training priorities.
02	Procedures drawn from senior staff	Work with your experienced people to capture the steps, decisions and quality checks behind their work, creating clear instructions others can use.
03	Custom courses and practical exercises	Build onboarding and job-specific courses using your processes, examples and exercises, so staff learn how to do the actual work your business delivers.
04	Skills checks and development plans	Check whether staff can apply what they have learned, give them feedback and define what they need to demonstrate before taking on more responsibility.

WHAT CHANGES

Delegate more work to trained staff, with clear instructions and checks that help them meet your standards.

Cut the repetitive work in your team's day.

Help staff use AI for everyday tasks and automate repetitive work, with clear instructions and senior review so people can spend more time serving customers and completing client work.

Experienced people spend too much time on admin

Your team loses hours collecting information, reformatting documents and moving details between systems. People try different tools, but results vary and nobody has time to work out a reliable process. Senior staff still end up checking, correcting or doing the work themselves.

What we build and deliver

01	A review of repetitive tasks	Follow how work moves through the business, identify repeated steps and unnecessary handovers, then agree which tasks to simplify, automate or keep with people.
02	AI training using your own work	Train staff to use AI for relevant tasks, write useful instructions, check the results and handle business information appropriately, using examples from their work.
03	Automations and custom AI agents	Build automations and AI agents for agreed repetitive tasks, producing standardised outputs for senior staff to review before they are used in client work.
04	Clear instructions and ongoing support	Document how each tool is used, who checks its output and what happens when something goes wrong, then help your team keep it running.

WHAT CHANGES

Spend less time on repetitive tasks, with your team responsible for checking the work and making the decisions.

Find the right person and train them properly.

Define the work a new hire will own, find candidates with the right skills and give them six months of onboarding, training and support to learn your business.

Hiring in a hurry creates more work

You need help, so you hire someone experienced and hope they will work it out. But the role covers too much, expectations are unclear and training happens between client jobs. The new person keeps coming back to you for decisions, instead of taking work off your plate.

What we build and deliver

01	A clear role and job brief	Define the work, required skills and expected results after reviewing what your existing team and tools can handle, so you hire for a specific need.
02	Candidate search and targeted headhunting	Find and approach candidates against the agreed job brief, with licensed recruiters involved where needed, focusing the search on the skills your team needs.
03	Shortlisting and help with interviews	Compare candidates' relevant experience, practical skills and fit with how your team works, then support interviews so you can make an informed hiring decision.
04	Six months of onboarding and training	Give your new hire a training plan, clear work standards and regular support for six months, helping them learn the job and your team's expectations.

WHAT CHANGES

A clear role, a focused candidate search and six months of support to help your new hire contribute.

YOUR NEXT STEP

Tell us what you want to improve.

In a 30-minute call, we discuss how you win customers, who does the work and where you want help. Then we identify what to work on first.

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| 01 | Tell us about your business. | Use the contact form to tell us what you do and whether you need help finding customers, delivering work or both. We will arrange a time to speak. |
| 02 | Show us how the work gets done. | Talk us through where customers come from, how you sell and who delivers the work. We will ask where you or senior staff have to step in. |
| 03 | Choose what to improve first. | Together, we identify the main problem to work on: finding prospects, preparing proposals, training staff, automating tasks or filling a role. |
| 04 | Agree the work, cost and timing. | If we can help, we set out the recommended work, what we will deliver and what we need from you. You approve the scope, fees and timing before we begin. |

Request a 30-minute call.

Tell us whether you need more customers, more help delivering the work, or both.

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Use the contact form to request a conversation. We'll arrange a time with you.

SALES. TRAINING. AI. HIRING.

Win more customers. Help your team deliver more work.

Growth services for owner-led
B2B service businesses.

Start a conversation.

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Business development · Training · AI · Hiring

