



1-ON-1 PERSONAL TRAINING PROGRAM

LEAD GENERATION MASTERY

Two Structured Tracks: Beginner → Advanced | Multi-Channel, Signal-Driven Pipeline Generation

TRAINING NAME

Lead Generation Mastery Program — by Global Web Digital & Learn AI Digital



HEMANT KALWANI

AI & Digital Marketing Expert | Ex-Google & Ex-Accenture Leader | Founder & Director, Global Web Digital and Learn AI Digital

Training delivered by Hemant Kalwani or a senior trainer from Team Global Web Digital / Learn AI Digital

15+ Yrs

Industry Experience

8,500+

Projects Delivered

₹300+ Cr

Client Revenue Tracked

35+

Countries Served

TRUSTED PARTNER. PROVEN RESULTS.

Certified by Google • HubSpot • Meta Blueprint

PROGRAM OVERVIEW

Two Personalized Tracks, One Trainer

This is a fully personalized, one-on-one coaching program for founders, marketers, freelancers and agency professionals who want to build a genuinely reliable pipeline of qualified leads — not just learn the theory. Every session is live, one-on-one, and shaped around your business, your ICP and your goals.

Choose the Beginner track to build a complete foundation across landing pages, lead magnets, paid/organic channels and CRM nurture, or go straight into the Advanced track if you already run lead gen and want to master today's signal-driven approach — intent data, predictive lead scoring, account-based marketing and AI-powered outbound. Both tracks are delivered by Hemant Kalwani or a senior trainer from Team Global Web Digital and Learn AI Digital — our expert professional trainers — personally shaped around your business, your product and your goals.

WHO DELIVERS THE TRAINING

Sessions are delivered by Hemant Kalwani himself, or by a senior, expert professional trainer from Team Global Web Digital and Learn AI Digital — vetted and mentored directly by Hemant to the same standard. Either way, you get personalized, 1-on-1 live coaching from a practitioner who builds real lead generation engines, not a generic instructor.

<https://learnaidigital.com/>

	BEGINNER TRACK	ADVANCED TRACK
Duration	15 hours	20 hours
Level	Beginner — no prior experience needed	Intermediate/Advanced — for those who already run lead generation
Focus	Foundations: ICP, landing pages, lead magnets, channels, nurture, CRM	Latest signal-driven stack: intent data, AI lead scoring, ABM, AI-powered outbound
Outcome	Launch and manage your first reliable lead generation funnel independently	Run and scale a signal-driven, multi-channel lead gen engine like a specialist

COMMON TO BOTH TRACKS

- 1-on-1 live online sessions (video call), fully personalized to your business.
- Flexible weekly scheduling, 5–7 hour sessions, adjusted to your availability.
- Hands-on work on your own product/business or a live practice account.
- Templates, worksheets and WhatsApp support between sessions.
- Guidance on choosing the right CRM, intent-data and outreach tools for your budget and sales motion.

Lead Generation — Foundation Program

(Beginner Curriculum: Zero to Your First Reliable Lead Funnel)

Seven modules covering everything needed to go from no experience to confidently building and running a lead generation funnel for your own business.

MODULE 1 Lead Generation Fundamentals

2 hrs

- **Understanding the funnel:** MQL, SQL and SAL — what each stage actually means.
- **The lead gen ecosystem:** how paid, organic, email and outbound fit together.
- **Setting realistic goals** for volume and quality at your stage.

MODULE 2 Defining Your ICP & Buyer Personas

2 hrs

- **Building a real Ideal Customer Profile (ICP)** — specific, not aspirational.
- **Buyer personas:** understanding who makes the decision and who influences it.
- **Disqualifying the wrong-fit leads** so you can focus on the right ones.

MODULE 3 Landing Pages & Lead Capture Basics

2.5 hrs

- **High-converting landing page structure:** headline, offer, proof and clear CTA.
- **Low-friction capture:** shorter forms, smarter fields and reducing drop-off.
- **A/B testing basics** for landing pages.

MODULE 4 Lead Magnets & Content Offers

2 hrs

- **Choosing the right offer:** ebooks, checklists, webinars and tools.
- **Gated vs. ungated content:** when each approach makes sense.
- **Writing offers that attract the right leads**, not just more leads.

MODULE 5 Paid & Organic Channels for Lead Gen

2 hrs

- **Paid channel basics:** Google, Meta and LinkedIn for lead generation.
- **Organic & SEO basics** for long-term, lower-cost lead flow.
- **Choosing 2–3 channels to run well**, instead of spreading thin.

MODULE 6 Email Nurture & Basic CRM Setup

2 hrs

- **Simple nurture sequences** that move leads toward sales-readiness.
- **Basic CRM setup:** organizing leads and tracking status.
- **Handing off leads to sales** cleanly and on time.

- **Tracking conversions** from form-fill to closed deal.
- **Reading a simple lead gen report:** cost per lead, conversion rate and lead quality.
- **Live practice session:** building a real lead capture flow together.

By the end of the Beginner Track, you will be able to independently build, launch and manage a lead generation funnel for your own business.

Lead Generation — Advanced Growth Program

(Advanced Curriculum: Master the Latest Signal-Driven Lead Gen Stack)

Recommended after the Beginner Track or for practitioners who already run lead generation. Eight modules covering intent data, predictive scoring, account-based marketing, AI-powered outbound and agency-grade operations.

MODULE 1 The Latest AI-Driven Lead Gen Landscape

3 hrs

- The shift from MQL volume to signal-based, account-targeted plays.
- Why buyers now complete most of their journey anonymously — and what that means for capture strategy.
- Building a lead gen engine around a sharp ICP, not a fantasy total addressable market.

MODULE 2 Intent Data & Predictive Lead Scoring

2.5 hrs

- Using intent signals (site engagement, technographics, buying-window indicators) to prioritize accounts.
- Predictive lead scoring: how AI models replace subjective, manual scoring.
- Avoiding false positives & false negatives that waste sales time or lose revenue.

MODULE 3 Account-Based Marketing & Buying Committee Targeting

3 hrs

- Building a target account list tuned to your real serviceable market.
- Group-based syndication: reaching multiple roles within the same account, not just one lead.
- Aligning marketing and sales around shared account priorities.

MODULE 4 AI-Powered Outbound & Multichannel Sequences

2.5 hrs

- AI-assisted personalization at scale across email, LinkedIn and phone.
- Multichannel sequencing: why tight, targeted outbound now outperforms broad blasts.
- Protecting deliverability and brand reputation while scaling outreach.

MODULE 5 Conversational AI & Low-Friction Capture

2 hrs

- Conversational-first inbound: replacing static forms with AI-driven qualification.
- Zero-click & interactive capture for an AI-search-driven world.
- Routing high-fit leads to a meeting instantly based on real-time qualification.

MODULE 6 Advanced Nurture, Lead Routing & Sales Alignment

2 hrs

- Dynamic nurture sequencing based on behavior, not just time delays.
- Lead routing rules that get the right lead to the right rep fast.
- Agreeing shared MQL/SQL/SAL definitions with sales to avoid dropped leads.

MODULE 7 Measurement, Attribution & Pipeline Reporting

2.5 hrs

- **Measuring channels by margin-per-SAL**, not raw lead volume.
- **Building a unified pipeline dashboard** marketing and sales both trust.
- **Weekly metric audits** that catch problems before they compound.

MODULE 8 Capstone: Full Lead Gen Engine Build & Live Audit

2.5 hrs

- **Live audit:** hands-on session reviewing a real lead gen funnel end to end.
- **Building a prioritized action plan** from audit findings.
- **Guidance on tools** (CRM, intent data, AI-SDR platforms) that fit your budget and motion.

By the end of the Advanced Track, you will be able to run, scale and troubleshoot a signal-driven, multi-channel lead generation engine — at a specialist, agency-ready level.

INVESTMENT

Lead Generation Mastery Program — by Global Web Digital & Learn AI Digital

Choose Your Track

BEGINNER TRACK

15 hours of 1-on-1 live training • Weekly flexible sessions • Foundations to first lead gen funnel

ADVANCED TRACK

20 hours of 1-on-1 live training • Weekly flexible sessions • Latest intent data, ABM & AI-powered outbound stack

WHY TRAIN WITH HEMANT

- **15+ years** in digital marketing, including leadership experience at Google and Accenture.
- **Google, Meta Blueprint & HubSpot** certified.
- Personally delivered **1,850+ client projects** and **8,500+ projects** across team & agency work, spanning 35+ countries.
- Over **₹300+ crore** in tracked client revenue.
- **Founder & Director** of **Global Web Digital** (a Google, Meta Business & Shopify Plus Partner agency) and **Learn AI Digital**.

GET STARTED

Reserve your seat — limited to a small number of 1-on-1 clients per month.

Hemant Kalwani

+91 96506 01774 (Call / WhatsApp) • hemant@globalwebdigital.com

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