



[www.saleshomie.com](http://www.saleshomie.com)

# SALES LEADER PRO

## for Small Businesses

### OUR PROGRAM

Sales Homie's **Sales Leader Pro** for Small Businesses program is designed to scale your sales strategies to increase business revenues and profits, starting at **\$595/month**.



Monthly 1:1 engagements tailored to tactical sales activities and strategic growth initiatives for your business.



Accountability coaching and mentorship **in and on** your business goals and objectives.



Resources and templates for sales systems and prospecting strategies, plus a members-only community for on-demand engagements.

- Twelve-Month Engagement Required
- For Businesses < \$2M in Annualized Revenues

# Program Details:

**One (1) monthly engagement (coaching/strategy virtual call) for approx. 60-75 minutes.**

## **Q1 - "Planning Put into Action"**

- (Month 1) Working on (pre-determined) growth and prospecting strategies
- (Month 2) Establishing a sales process and milestones
- (Month 3) Focused on weekly metrics and activities

## **Q2 - "Working towards Goal Achievement"**

- (Month 4) Developing follow-up strategies to increase engagements
- (Month 5) Examining pipeline diversity/pipeline vs. funnel
- (Month 6) Understanding and evaluating closing/conversion percentages

## **Q3 - "Adjusting Focus; Re-forecasting"**

- (Month 7) Customer engagement strategies/selling to current customers
- (Month 8) Sales Culture/Inclusion and buy-in
- (Month 9) Topline vs. Bottom line growth strategies

## **Q4 - Planning for Next Fiscal**

- (Month 10) Revenue/growth planning and forecasting
- (Month 11) Sales investments for next year; Strategies, People, Processes, ROIs
- (Month 12) Marketing and Sales alignment (marketing calendar prep for next year)

## Additional Content Provided:

### **Prospecting templates provided:**

- Prospect meeting agenda(s)
- Pre-call planning document(s)
- Strategic "questions to ask" document(s)

### **Systems and process documents:**

- Sales process example(s)
- Customer engagement roadmap example(s)
- Strategic follow-up document(s)

### **Marketing Calendar:**

- Customizable to program your content messaging and frequency

### **slack Cohort Community:**

- Opt-in to engage with Sales Homie and an established community of business owner peers, on demand.