



30-Day Sales Sprint

\$750

Fully Editable Client Packet

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The Service Standard Institute

What the 30-Day Sales Sprint Is Designed to Do The TSSi 30-Day Sales Sprint is a concentrated period of guided action. It is designed to help your business improve how leads are handled, how follow-up is executed, how sales conversations are structured, and how the team is held accountable to measurable activity.

Primary Sprint Objectives

- Create a clearer and more consistent sales process
- Improve speed and quality of lead response
- Strengthen follow-up habits and accountability
- Sharpen sales conversations, scripts, and calls to action
- Identify stalled leads and missed opportunities
- Improve CRM usage or lead tracking
- Build a repeatable weekly sales rhythm
- Create momentum that can continue after the sprint ends

What You Receive

- A review of your current sales process and pipeline
- A tailored 30-day action plan
- Sales activity and follow-up expectations
- Support identifying your highest-value opportunities
- Messaging, script, and outreach recommendations
- KPI tracking and weekly progress review
- End-of-sprint findings and next-step recommendations

Important: Results depend on participation, responsiveness, lead quality, market conditions, team effort, and consistent execution. TSSi does not guarantee a specific revenue amount or number of closed sales.

30-Day Sprint Structure

Each week has a clear focus and a defined set of actions. Use the agenda below as the working roadmap for the full 30-day sprint.

WEEK & FOCUS	CORE ACTIONS
WEEK 1 Clarity & Setup	Review the pipeline, define goals, identify priority leads, confirm scripts, establish KPIs, and prepare the team.
WEEK 2 Outreach & Follow-Up	Increase contact activity, improve lead response, reactivate older opportunities, and track every customer touch.
WEEK 3 Conversion & Objections	Strengthen discovery conversations, handle objections, improve closing language, and follow up on active opportunities.
WEEK 4 Closing & Sustainability	Move qualified opportunities forward, review results, identify repeatable habits, and build the post-sprint sales plan.

Recommended Sprint KPIs

- New leads received
- Calls completed
- Text follow-ups
- Conversations held
- Proposals sent
- Sales closed
- Lead response time
- Emails sent
- LinkedIn or social touches
- Appointments booked
- Follow-ups completed
- Revenue generated

Business, Offer & Revenue Goals Please answer honestly and thoroughly. Your responses help TSSi tailor the sprint to your business rather than applying a generic sales plan.

1. What is the name of your business?

2. What products or services do you sell?

3. Which offer is the primary focus of this 30-day sprint?

4. What is the price or average contract value of that offer?

5. Who is the ideal customer for this offer?

6. What problem does the offer solve?

7. What makes the offer different from competing options?

8. What revenue goal would you like to pursue during the 30-day sprint?

9. What number of sales would be required to reach that goal?

10. What would make this sprint feel successful even if the full revenue goal is not reached?

Current Sales Process & Pipeline

11. How do leads currently find your business?

12. How many new leads do you receive in an average week or month?

13. Where are leads stored or tracked?

14. Who is responsible for responding to leads?

15. How quickly are new leads contacted?

16. Describe the steps from first inquiry to closed sale.

17. How many follow-up attempts are normally made?

18. What percentage of leads become paying customers, if known?

19. How many active opportunities are currently in your pipeline?

20. How many older or inactive leads could be re-engaged?

21. What is the most common reason leads do not purchase?

22. At what point do most opportunities stall or disappear?

Sales Team Readiness & Accountability

23. Who will participate in the sprint?

24. What are each participant's responsibilities?

25. How many hours per week can the team commit to sprint activity?

26. Does the team currently have individual sales goals?

27. How is sales activity measured and reported?

28. How often does the team meet to review sales performance?

29. What sales training has the team received?

30. What part of selling does the team find most difficult?

31. Are team members comfortable making calls and asking for the sale?

32. What accountability problems currently affect performance?

33. Who has authority to approve pricing, discounts, or proposals?

34. Who will serve as the primary decision-maker during the sprint?

Sales Messaging, Follow-Up & Objections

35. What is your current opening statement or sales pitch?

36. What questions do you ask during discovery conversations?

37. What call to action do you use at the end of a sales conversation?

38. What are the five most common objections you hear?

39. How does the team currently respond to price objections?

40. How does the team respond when a prospect says they need time to think?

41. What email, text, or voicemail templates are currently used?

42. What follow-up message receives the best response?

43. Do you have customer testimonials or proof of results available during sales conversations?

44. What promotions, incentives, or deadlines may be used during the sprint?

Sprint Readiness, Risks & Resources

45. Do you have enough capacity to serve new customers generated during the sprint?

46. Are pricing, proposals, contracts, and payment methods ready to use?

47. Are there any legal, operational, staffing, or inventory limits we should know about?

48. Are there upcoming events, launches, deadlines, or seasonal opportunities during the sprint?

49. What systems or tools will the team use to track activity?

50. What could prevent the team from completing the sprint successfully?

51. What support does the team need most from TSSi?

52. What communication method works best for sprint updates?

53. What days and times are best for weekly progress reviews?

54. Is there anything else TSSi should know before the sprint begins?

Sprint Preparation Checklist Please prepare and provide the following items that are available before the sprint begins.

Sales Assets

- Service or product list
- Offers or packages
- Email templates
- Voicemail script
- Current pricing
- Sales script
- Text templates
- Proposal or quote template

Pipeline & Lead Data

- Open proposals
- Referral sources
- Lead source information
- Current lead list
- Past customers
- CRM access or export
- Current conversion data
- Inactive lead list

Proof & Marketing Support

- Customer reviews
- Website link
- Social media links
- Testimonials
- Before-and-after examples
- Booking link
- Promotional materials
- Case studies

Team & Operations

- Participant list
- Individual goals
- Payment link
- Onboarding process
- Team availability
- Sales meeting schedule
- Contract process
- Service capacity

Primary Contact Information

Name:

Title:

Email:

Phone:

Company:

Website:

Client Participation & Sprint Expectations To Receive the Strongest Value From the Sprint

- Provide accurate and complete information
- Respond to requests and updates in a timely manner
- Commit to the agreed sales activities
- Track calls, emails, conversations, meetings, proposals, and sales
- Attend scheduled progress reviews
- Use approved messaging and follow-up processes consistently
- Communicate operational concerns before they affect execution
- Remain open to adjustments based on actual sprint data

General Terms The \$750 fee secures the 30-Day Sales Sprint service described in this packet. The sprint is a strategy, training, accountability, and execution-support service. It does not include paid advertising costs, software subscriptions, list purchases, website rebuilding, graphic design, full-time sales staffing, or guaranteed revenue unless specifically stated in a separate written agreement.

The 30-day period begins on the mutually confirmed start date. Delays caused by missing information, missed meetings, lack of client participation, unavailable team members, or incomplete sales assets may affect the depth and results of the sprint. Payment confirms the client's intent to participate and allows TSSi to reserve time and begin preparation.

Acknowledgment Business Name: _____

Authorized Representative: _____

Signature: _____ Date: _____

Secure Your 30-Day Sales Sprint

30-Day Sprint Investment

\$750 Complete your payment to reserve the sprint. After payment, complete this intake packet and gather the requested sales assets so TSSi can prepare your tailored sprint plan.

Pay securely through Stripe

<https://buy.stripe.com/eVq3cw9ec4QV5XMasG7AI07>

Phone: 940-263-1332 Website: www.theservicestandardinstitute.com

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Click the payment link above or scan the QR code to submit the \$750 investment.

Focused execution. Stronger follow-up. Better sales discipline. Real momentum.

Secure Payment

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