



BUSINESS GROWTH SERVICE PACKET

Sales Strategy

Build a sales process your team can actually use - from first conversation through follow-up, close, and next action.

This packet is designed to help you understand:

What the engagement can include, the business outcomes it is built to support, how market pricing compares, and what happens next.

Best fit for

- Owners who need a repeatable sales process instead of scattered tactics
- Teams that need stronger discovery, objection handling, closing, and follow-up
- Businesses with leads in the pipeline but inconsistent conversion
- Leaders who want visibility into what is happening between lead and decision

TSSi approach

Strategy should create action. We focus on practical systems, human-led conversations, measurable next steps, and tools your team can continue using after the engagement.



WHAT IS INCLUDED

Sales Strategy - Scope of Work

Final scope is customized after the strategy call. Depending on the engagement, the packet can include the following components:

- Sales process and pipeline mapping
- Ideal customer and buyer-decision profile
- Offer positioning and value conversation
- Discovery questions and non-robotic sales conversation framework
- Objection, hesitation, and closing strategy
- Follow-up cadence and next-action rules
- CRM pipeline stages, dispositions, and accountability expectations
- Core sales KPIs and a 30/60/90-day execution roadmap
- For team engagements: role-play, coaching, and manager reinforcement guidance

How we work

TSSi begins with diagnosis before recommendation. We look at the current process, the people responsible for it, the customer or prospect experience, and the measurements that should guide the next move.



INTENDED OUTCOMES

What This Work Is Designed to Improve

No consultant can guarantee a specific revenue result. The goal is to strengthen the systems and behaviors that influence growth, service quality, follow-up, and decision-making.

- A defined sales journey from lead to decision
- More consistent discovery and qualification
- Follow-up that is timely, human, and measurable
- Reduced lead leakage and fewer “forgotten” opportunities
- A practical system managers can coach and track

1. Diagnose	Clarify the goal, current process, performance gap, and available data.
2. Design	Build the practical strategy, scripts, process, tools, and measures needed for the gap.
3. Implement	Apply the plan through coaching, execution support, or a defined action sprint.
4. Measure	Track activity, outcomes, and next actions so decisions are based on evidence.



2026 MARKET COMPARISON

Comparable Investment Ranges

These are market-comparison ranges from publicly posted U.S.consulting, workshop, audit, and outsourced-service pricing. They are **not TSSi price quotes**. TSSi investment is scoped after discovery based on complexity, customization, access to data, implementation level, travel, and duration.

Engagement type	Typical market range	What the range usually reflects
Solo owner / individual	\$297-\$750	Focused strategy session or advisory review; deeper roadmaps can move into four figures.
Team up to 15	\$1,500-\$7,500	Half-day to full-day facilitated workshop/training, depending on customization and pre-work.
Multi-week strategy / sprint	\$3,500-\$10,000+	For diagnosis, sales-system design, coaching, and implementation support.

Why ranges are wide: a one-time advisory call, a customized team workshop, a multi-week strategy project, and done-for-you execution are different products. The number of stakeholders, channels, locations, deliverables, and level of implementation all affect price.



READY TO BUILD THE RIGHT GROWTH PLAN?

Book a Strategy Call

We will use the call to understand your goals, identify the biggest gap, and determine the right scope before any proposal is created.

BOOK YOUR STRATEGY SESSION

<https://calendly.com/devinannhwhite/strategy-session>



WHAT TO HAVE READY FOR THE CALL

- Your primary business-growth goal for the next 90 days
- Where the process currently feels inconsistent, slow, or unclear
- The team members who own the work today
- Any CRM, sales, marketing, customer, or calling data you can reasonably share
- What you have already tried and what happened