THE SALES BLUEPRINT

PART 1
BY
JONATHAN FINCH

RULES OF THE DAY

If your phone rings, you owe the room biscuits on the next session

There are no stupid questions

There are no stupid questions. If you don't understand something, its my fault for giving you a crap explanation, not yours.

If there's a fire... panic - it's every man/woman for themselves

WHAT WILL WE LEARN

- How to identify where your sales process is failing
- How to apply process thinking to sales
- The four pillars of sales leadership
- How to build clarity across strategy, tactics, behaviours and culture
- How to prepare for Growth

INTRODUCTIONS

- Your Name
- Business Name
- What problem does your business solve
- What you want from this programme
- Where is your business going to be in 5 years

(Be specific on this one)

A QUICK WARM UP

What's in the bag...

THE RULES

The Aim...

- Build the longest marble run you can.
- Your team will put a marble in the top. Once the marble stops moving, is the end of your run.
- The longest time from start until the marble stops moving wins.

The Rules

- You don’t have to use all the pieces
- You must put one piece in, then let the next person put their piece in and rotate around the room

A FEW THINGS TO THINK ABOUT

- Marbles are your leads - Each piece of track is a step in your sales process
- The aim of every section is not to drop the marble to the bottom as it will probably bounce out, it is to guide the marble to the next stage of the process
- Sometimes marbles fall out, which is fine
- But when marbles fall out for the wrong reasons, the process needs improving
- A smooth run creates predictable outcomes
- Small adjustments create big improvements
- If you remove one piece without replacing it, the whole thing falls down
- Automation and process allows you to scale

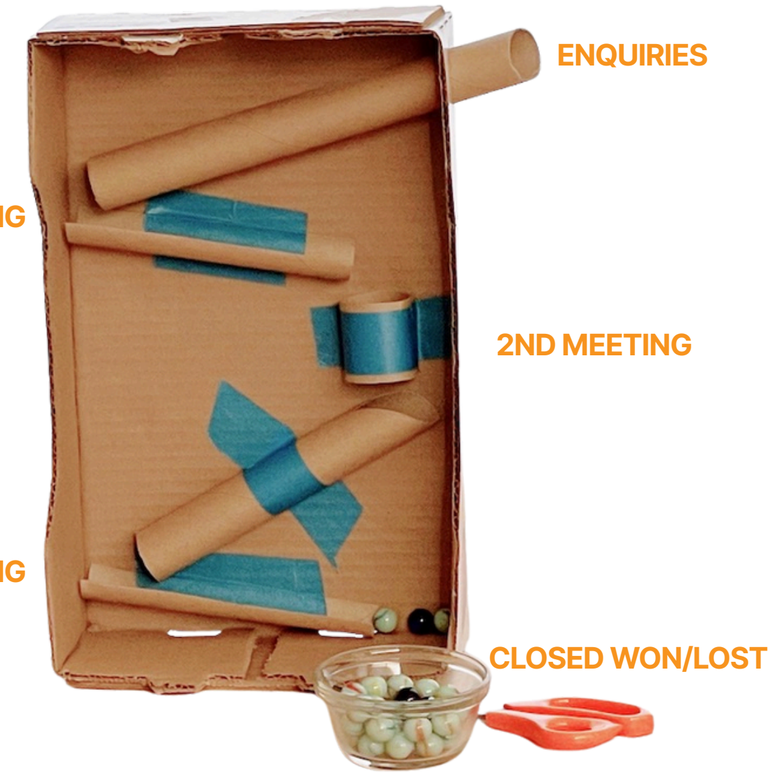
START WITH A SIMPLE PROCESS

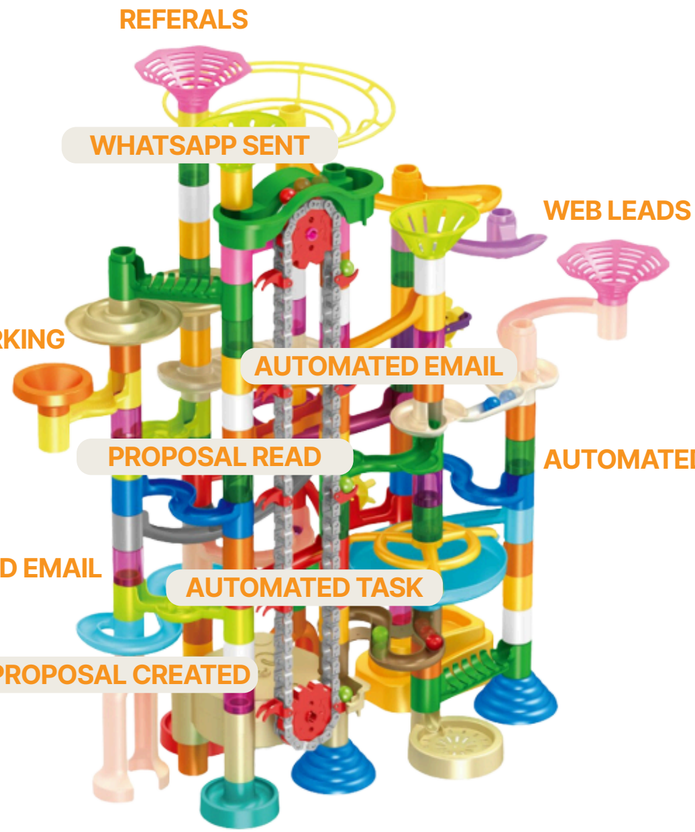
START SIMPLE

EXPAND ON IT

ADD TO IT AND AUTOMATE IT

BUILDING A WINNING SALES PROCESS STARTS WITH CHOOSING THE RIGHT TOOL





BIG PRESENCE

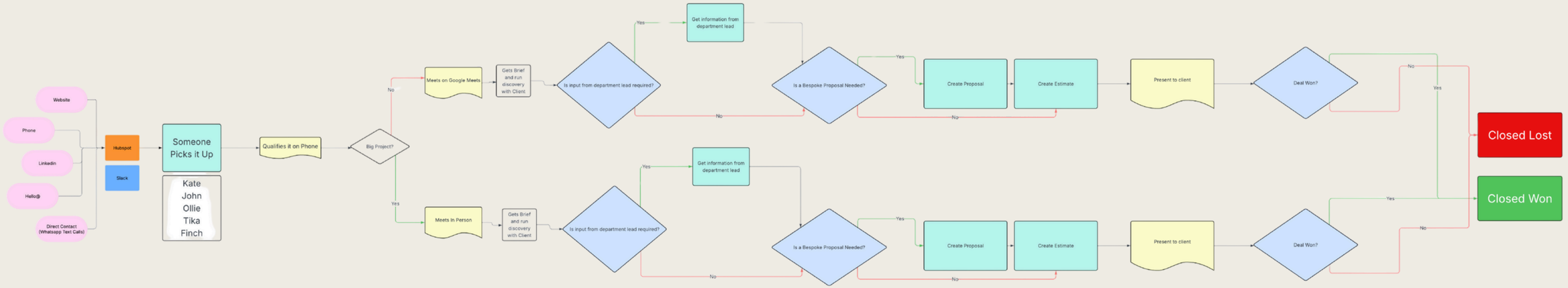
DESIGNING YOUR SALES PROCESS

WHAT'S THE DIFFERENCE BETWEEN A SALES PROCESS AND A CUSTOMER JOURNEY?

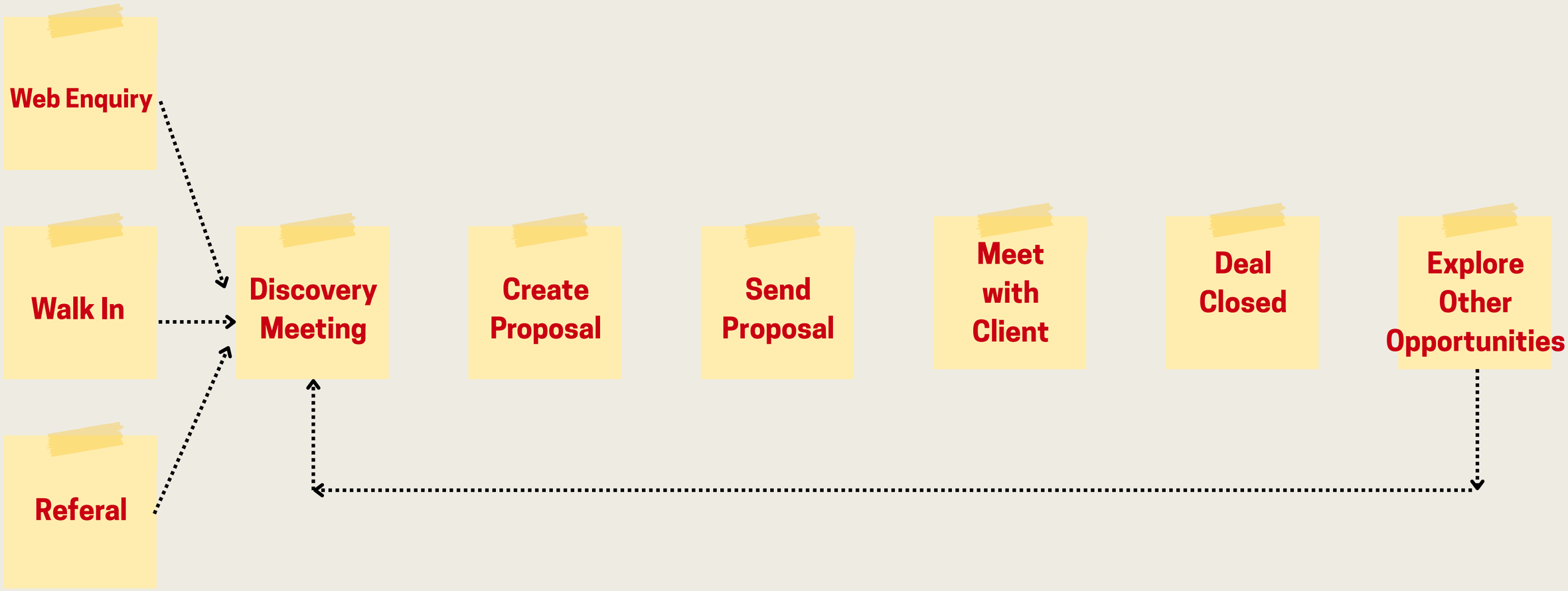
- A sales process is the internal set of steps your business follows to move a lead from enquiry to conversion

- A customer journey is the experience the customer goes through from first awareness to long term relationship

DESIGNING YOUR SALES PROCESS

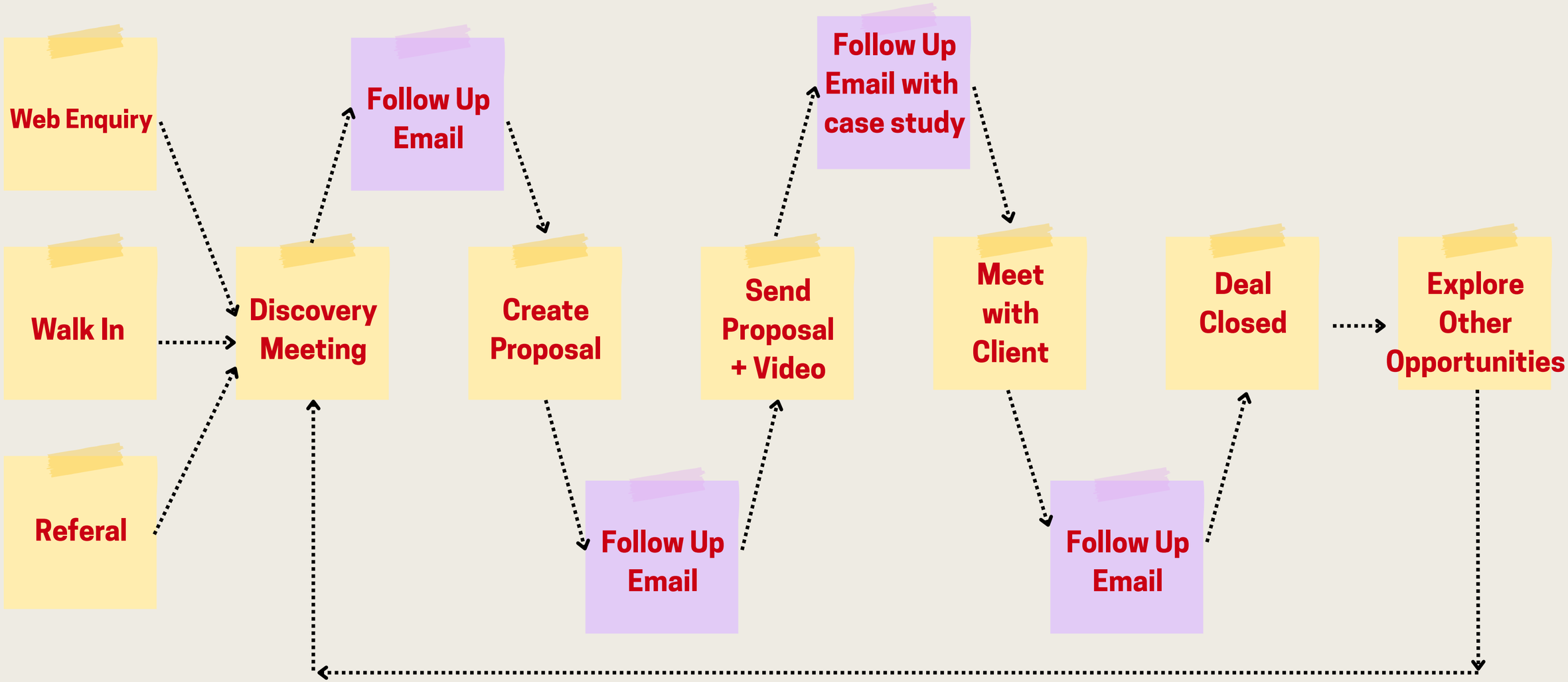


DESIGNING YOUR SALES PROCESS



STAGE 1 - MAP YOUR PROCESS

DESIGNING YOUR SALES PROCESS

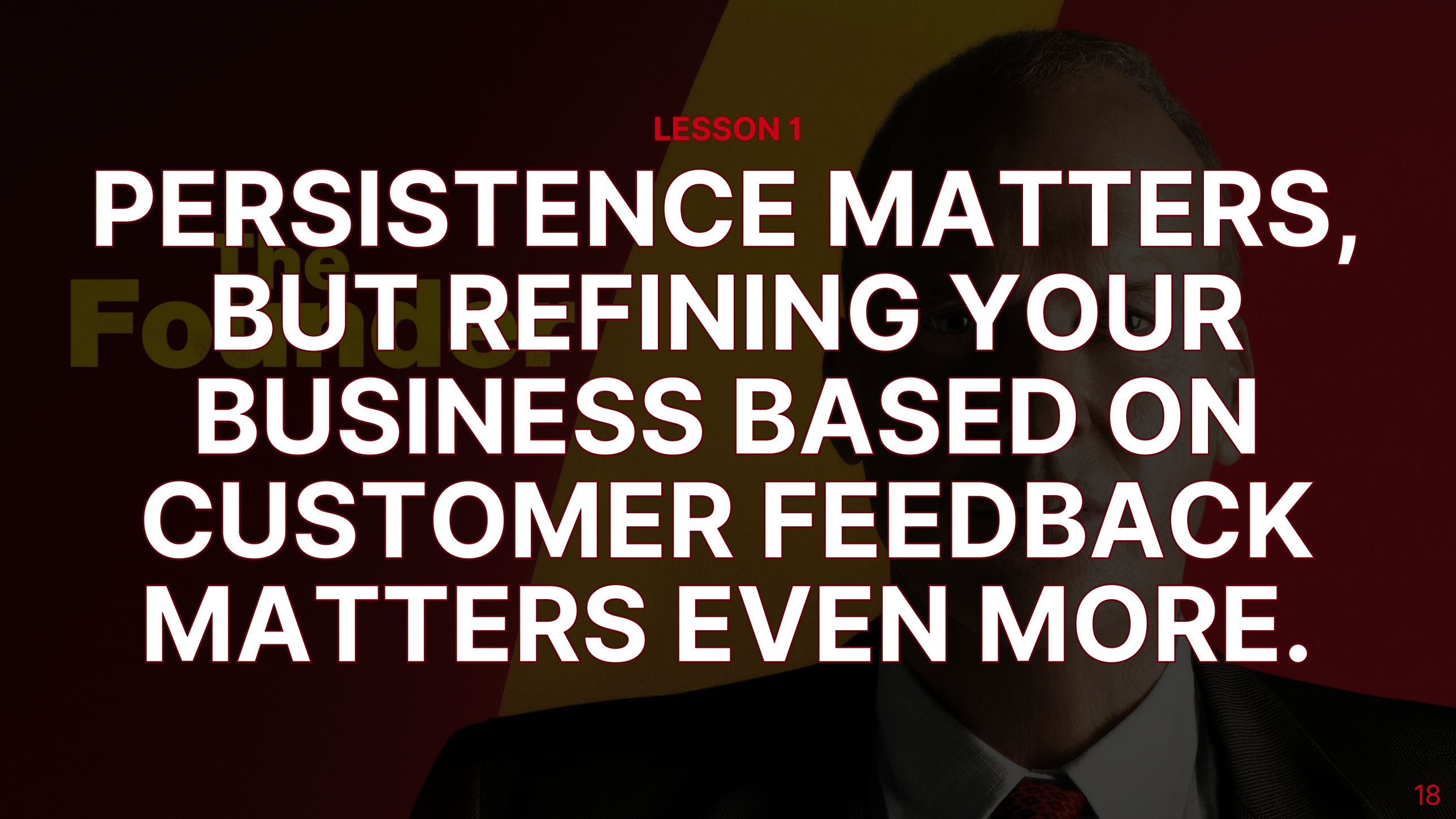


STAGE 2 - OPTIMISE YOUR PROCESS

THE SALES BLUEPRINT

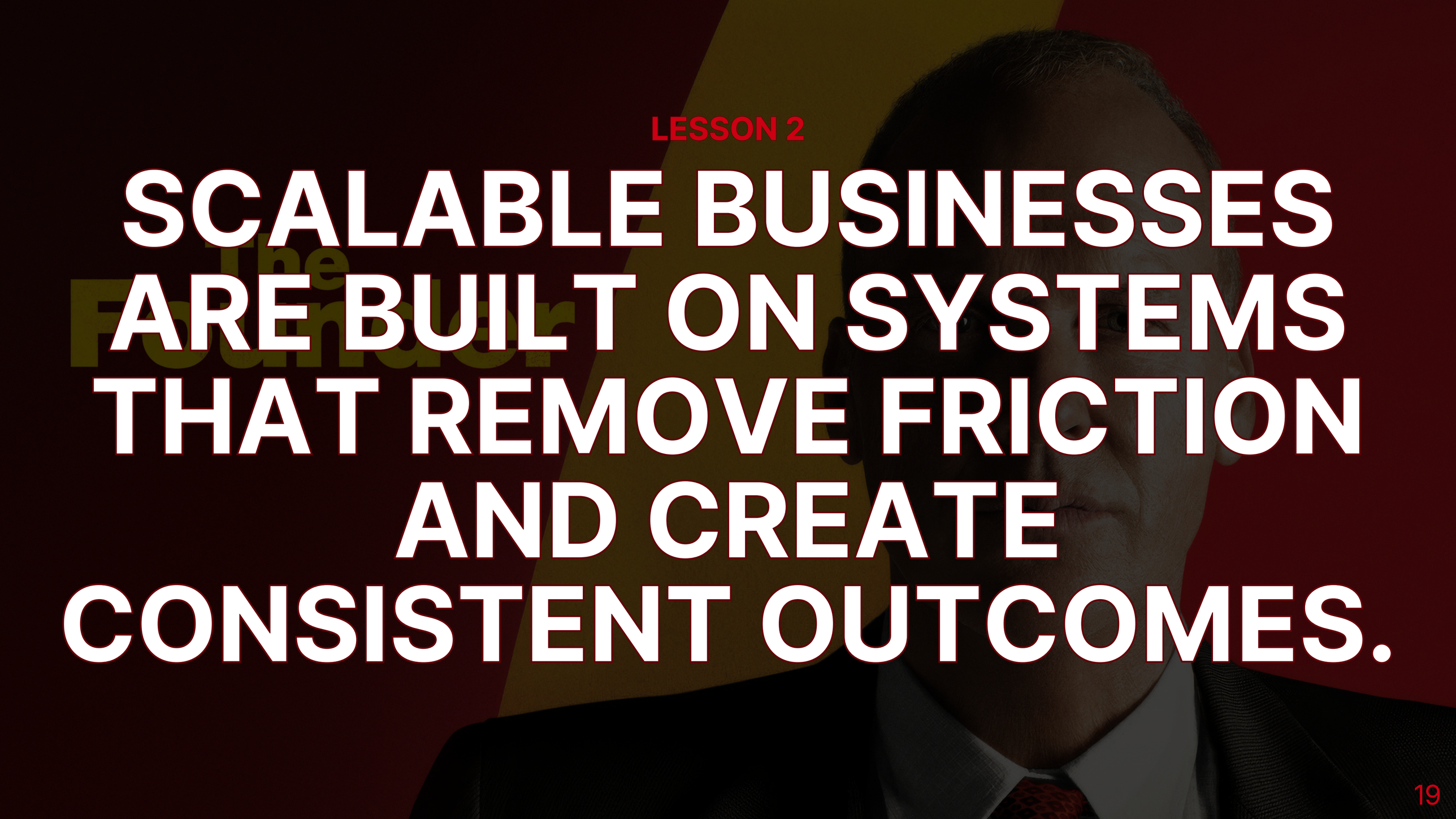
PART 2
BY
JONATHAN FINCH

The Founder



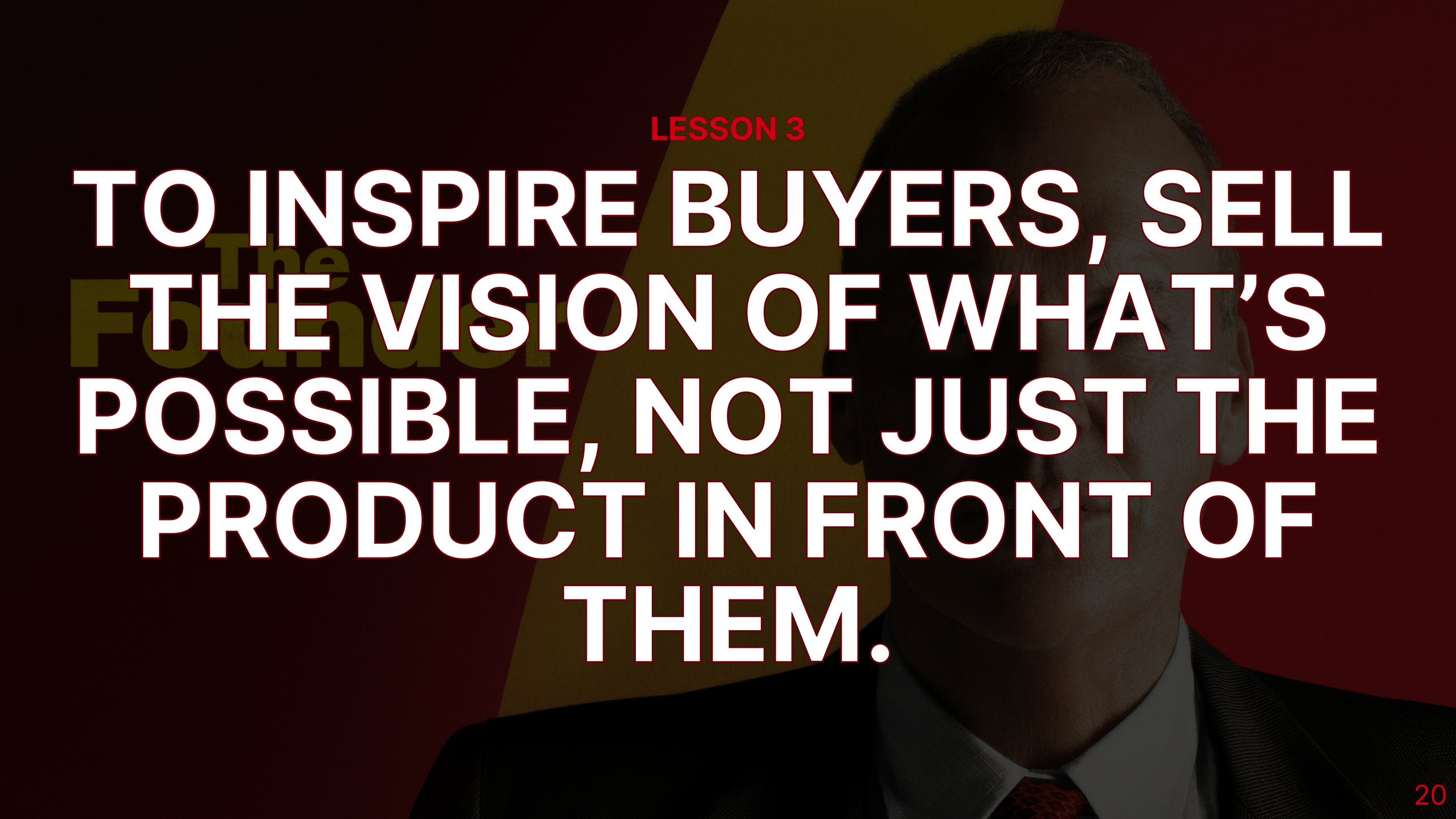
LESSON 1

PERSISTENCE MATTERS, BUT REFINING YOUR BUSINESS BASED ON CUSTOMER FEEDBACK MATTERS EVEN MORE.



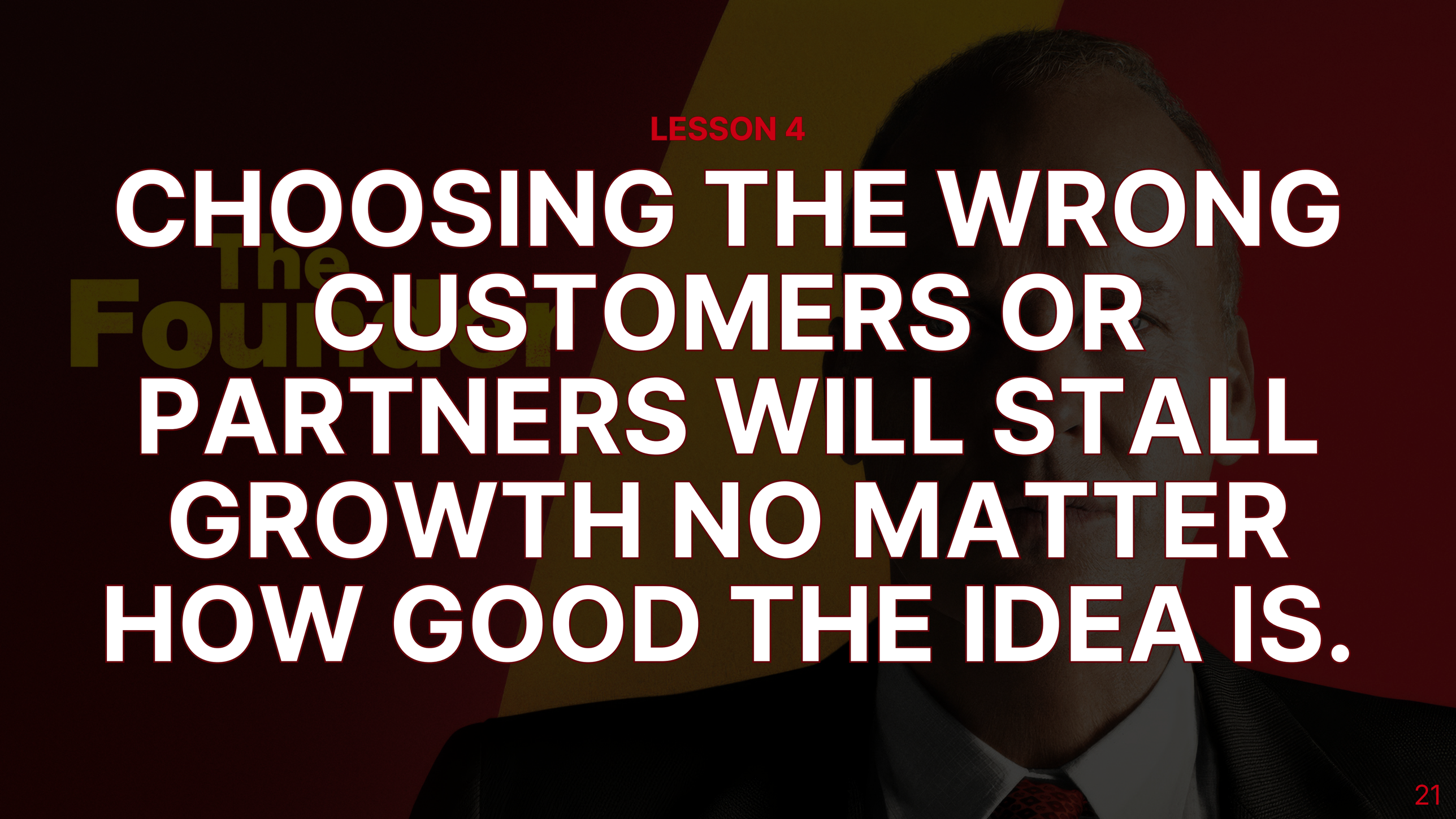
LESSON 2

SCALABLE BUSINESSES ARE BUILT ON SYSTEMS THAT REMOVE FRICTION AND CREATE CONSISTENT OUTCOMES.



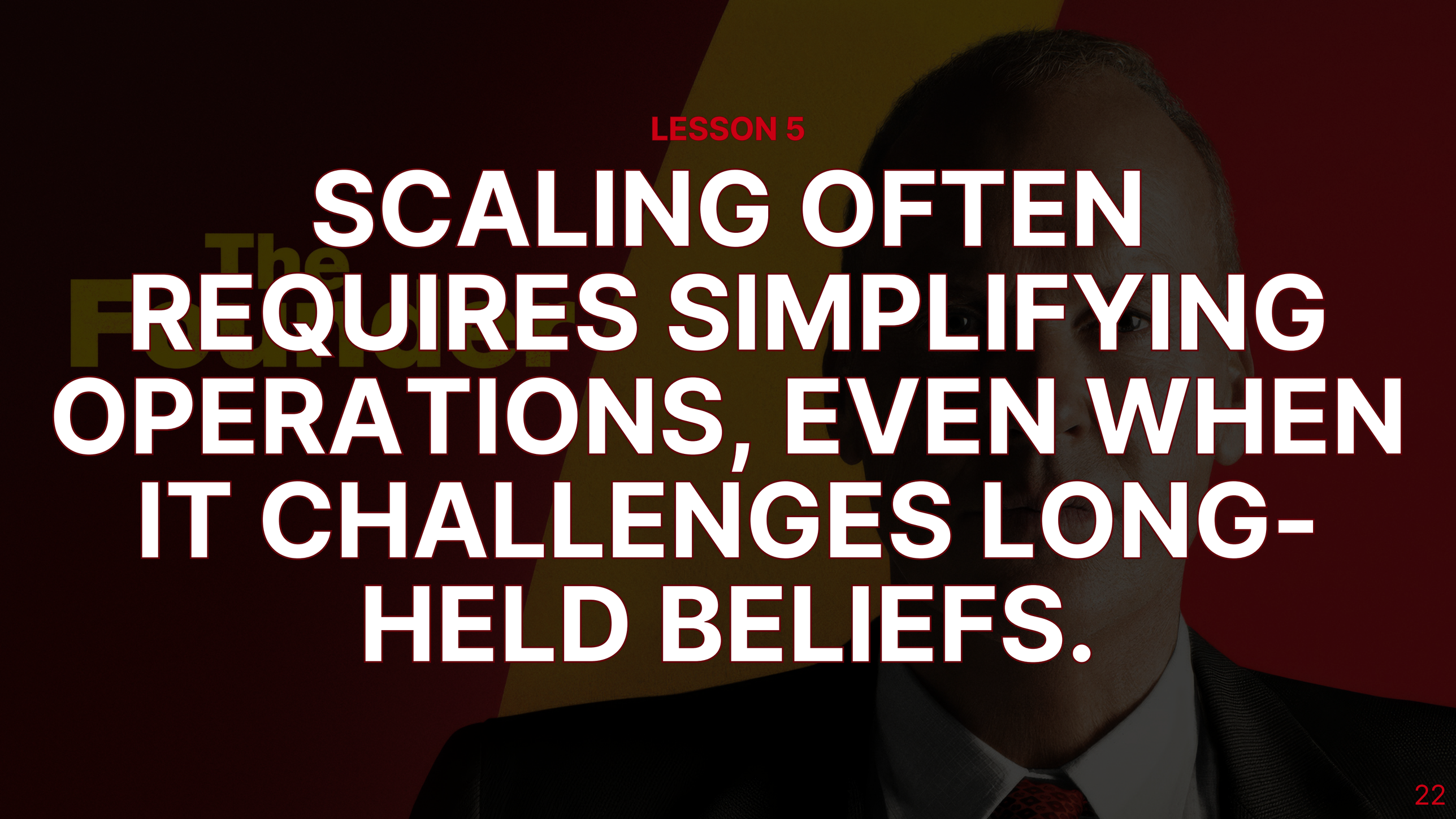
LESSON 3

TO INSPIRE BUYERS, SELL THE VISION OF WHAT'S POSSIBLE, NOT JUST THE PRODUCT IN FRONT OF THEM.



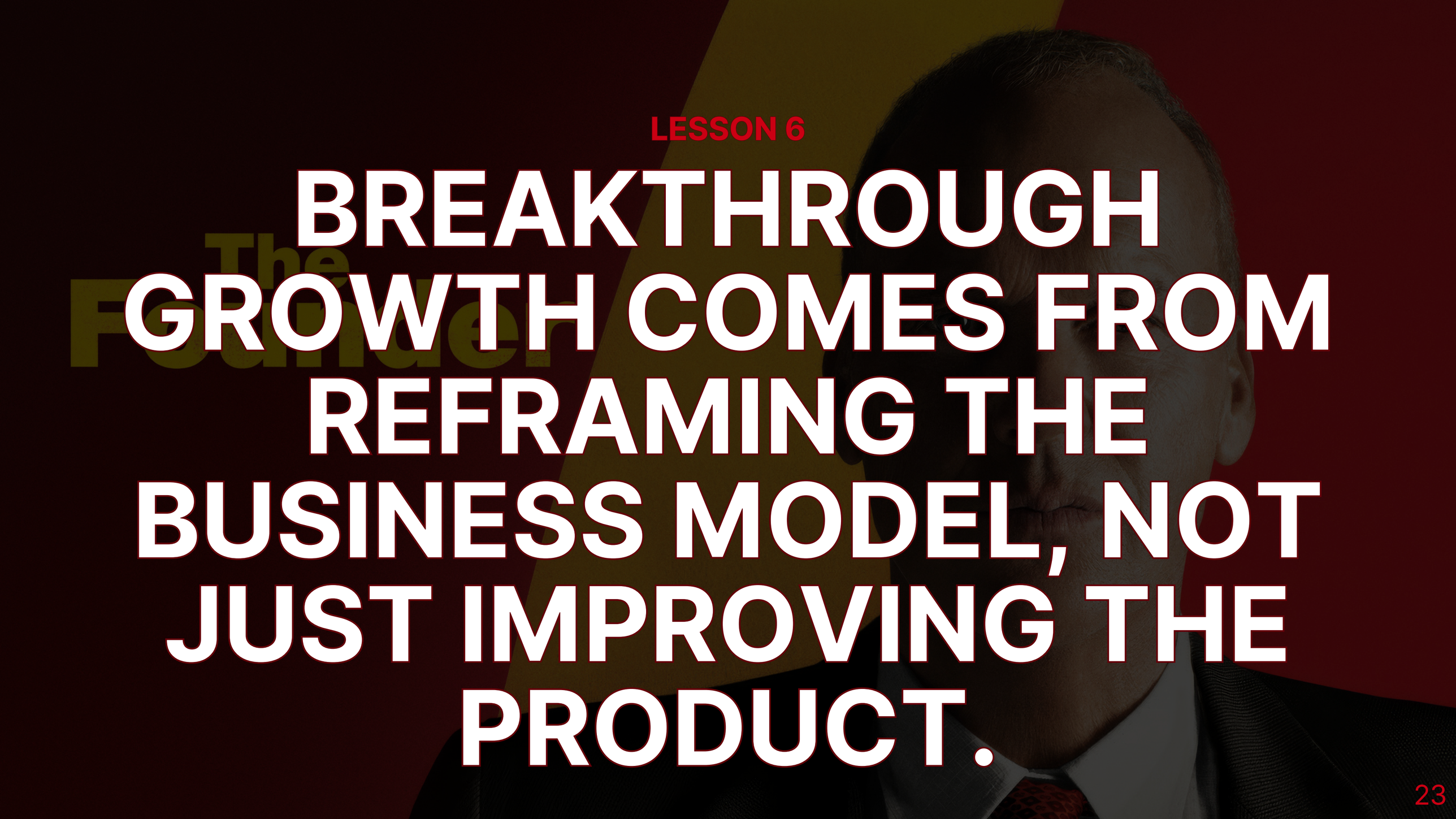
LESSON 4

CHOOSING THE WRONG CUSTOMERS OR PARTNERS WILL STALL GROWTH NO MATTER HOW GOOD THE IDEA IS.



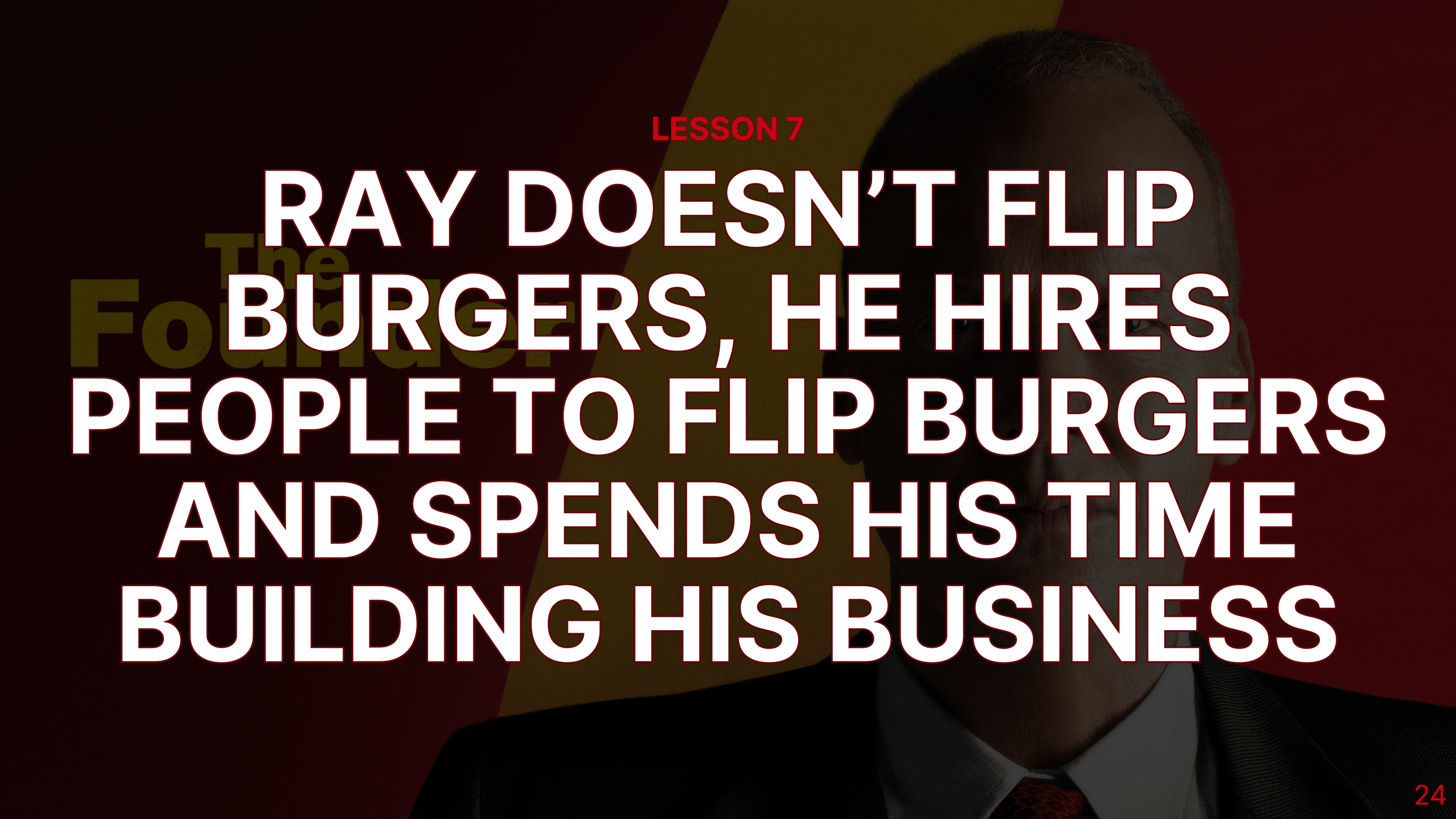
LESSON 5

SCALING OFTEN REQUIRES SIMPLIFYING OPERATIONS, EVEN WHEN IT CHALLENGES LONG-HELD BELIEFS.



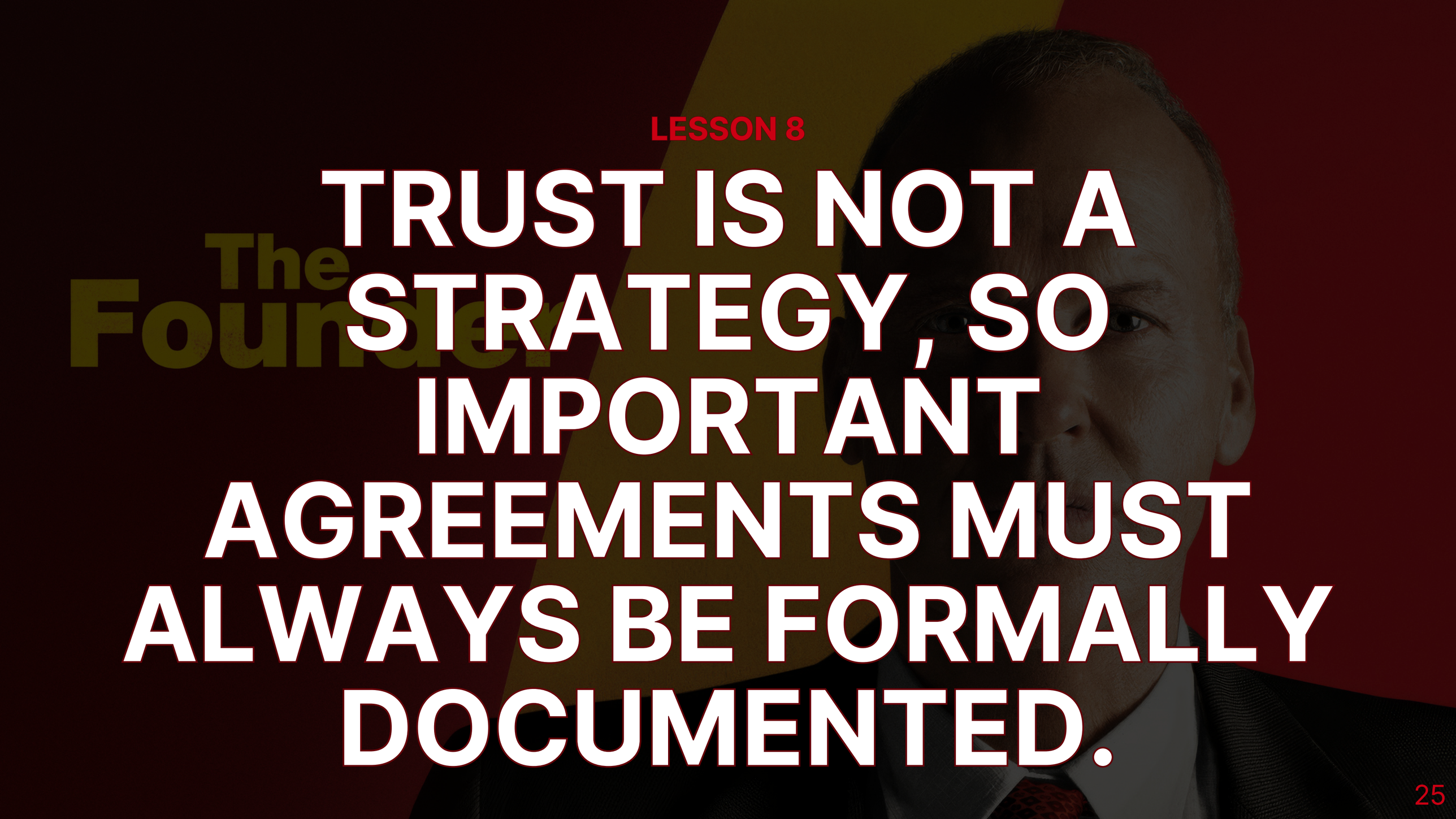
LESSON 6

BREAKTHROUGH GROWTH COMES FROM REFRAMING THE BUSINESS MODEL, NOT JUST IMPROVING THE PRODUCT.



LESSON 7

RAY DOESN'T FLIP BURGERS, HE HIRES PEOPLE TO FLIP BURGERS AND SPENDS HIS TIME BUILDING HIS BUSINESS



LESSON 8

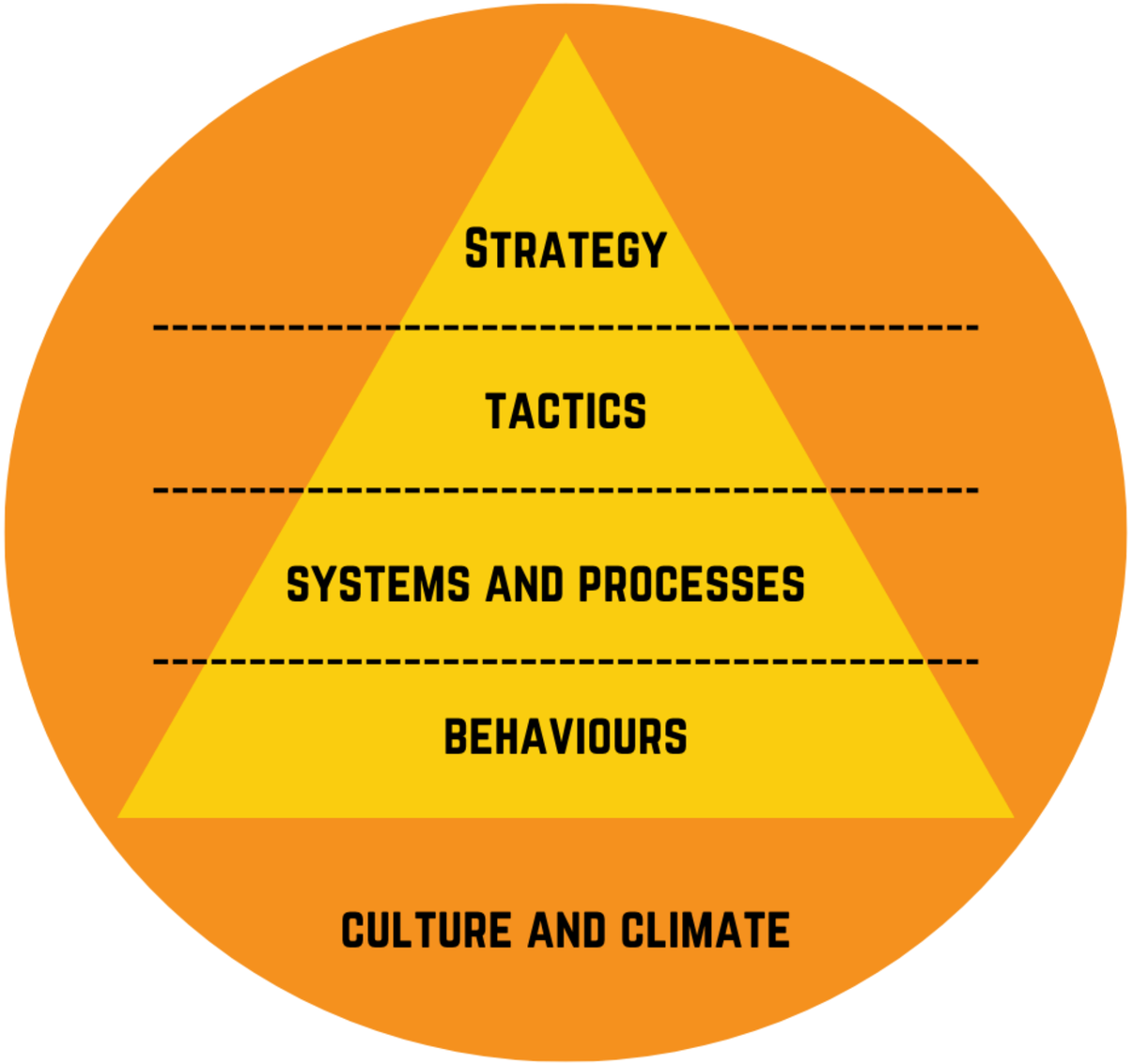
TRUST IS NOT A STRATEGY, SO IMPORTANT AGREEMENTS MUST ALWAYS BE FORMALLY DOCUMENTED.

CREATING YOUR STRATEGY

Strategy

- List three long term goals for your business. These must be tangible, measurable and realistic.

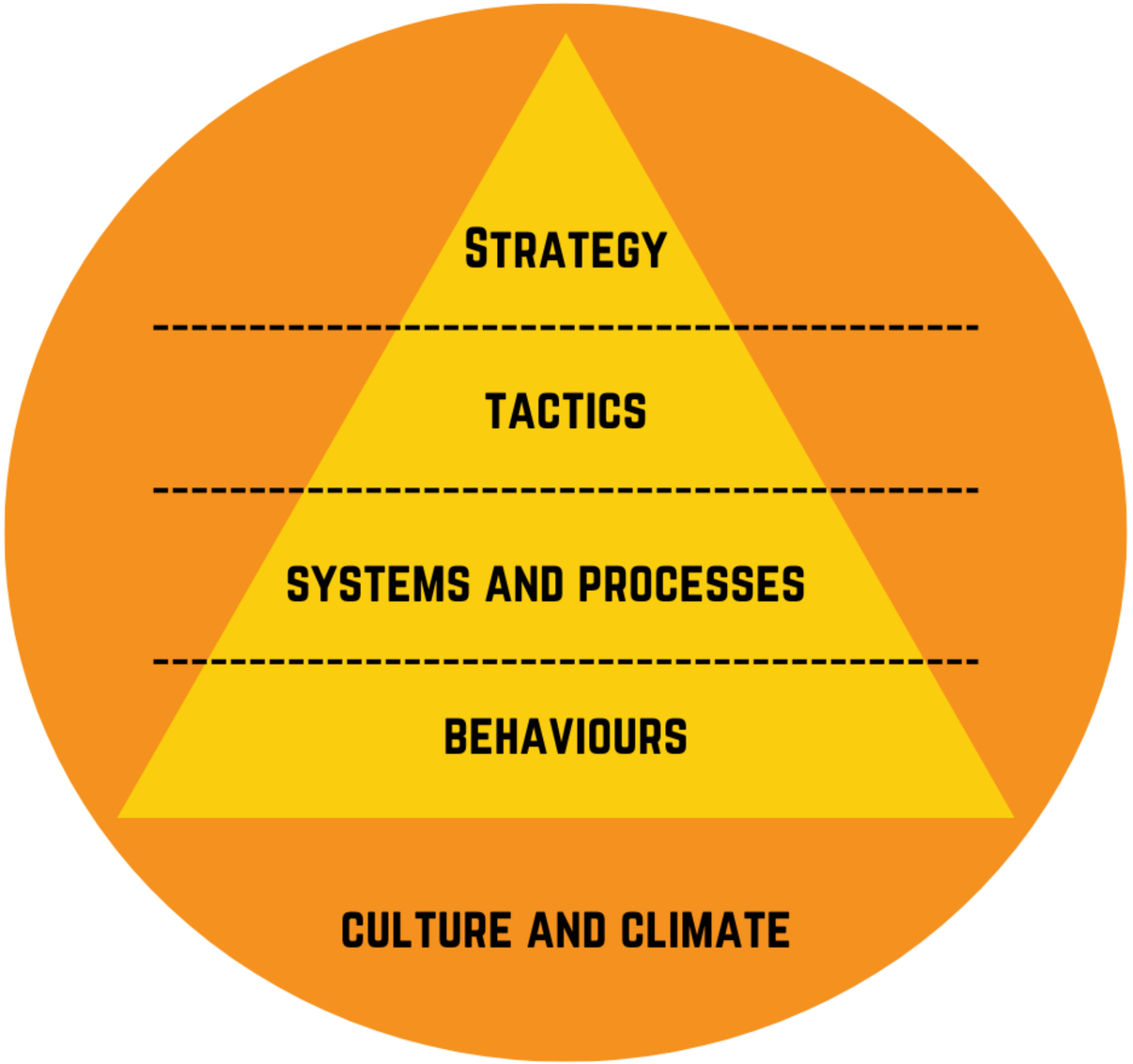
- Break these down in to things you can action within the next 90 x days and some tangible targets to aim for.



Tactics

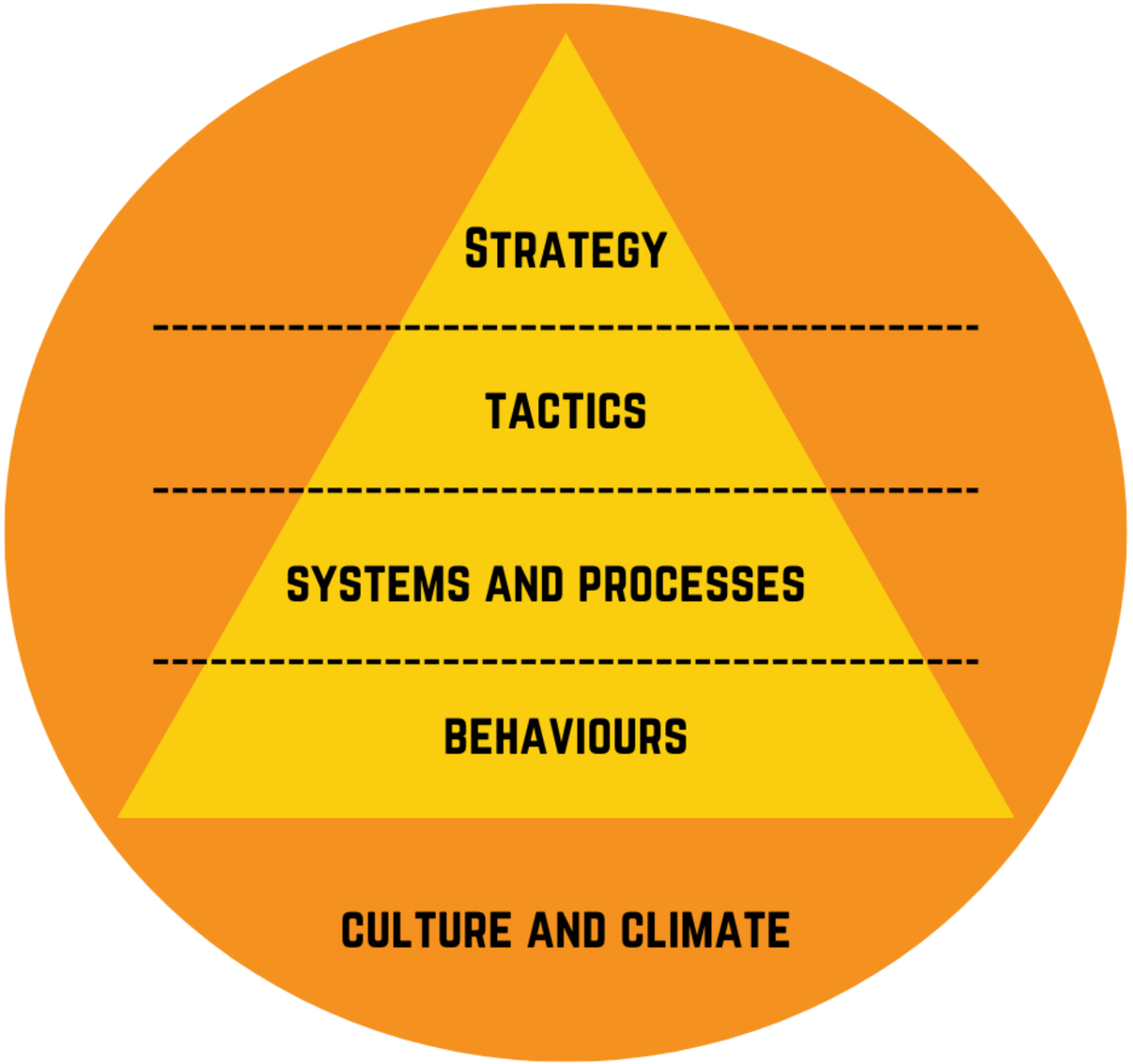
- Identify three tactical activities you will use to reach your long term goals (IE email campaigns, social campaigns etc)

- Choose the channels you will commit to for the next ninety days.



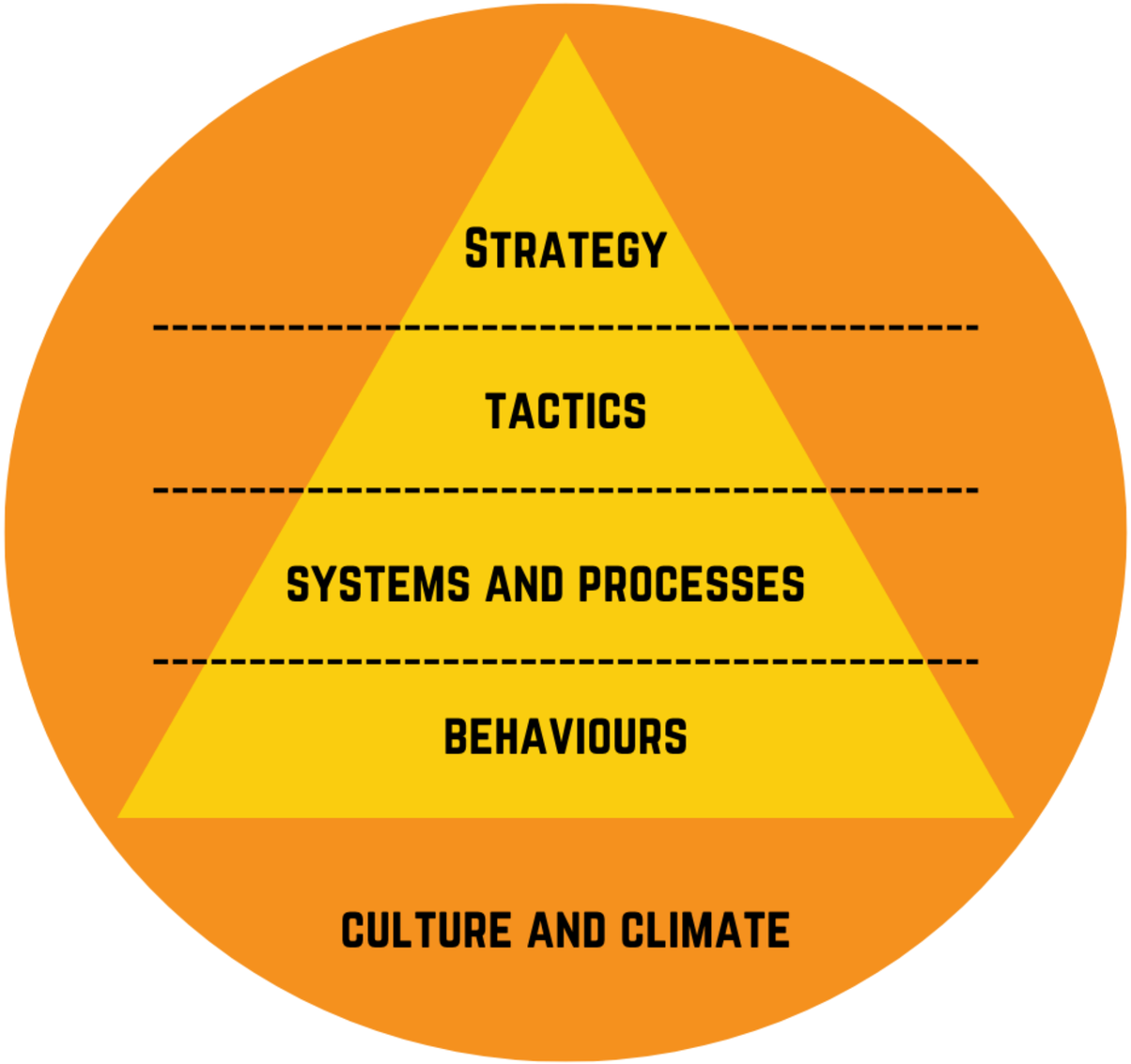
Systems and Processes

- List the systems that you will need to support your sales activity
- Identify three key metrics you will track every week to check performance and progress.



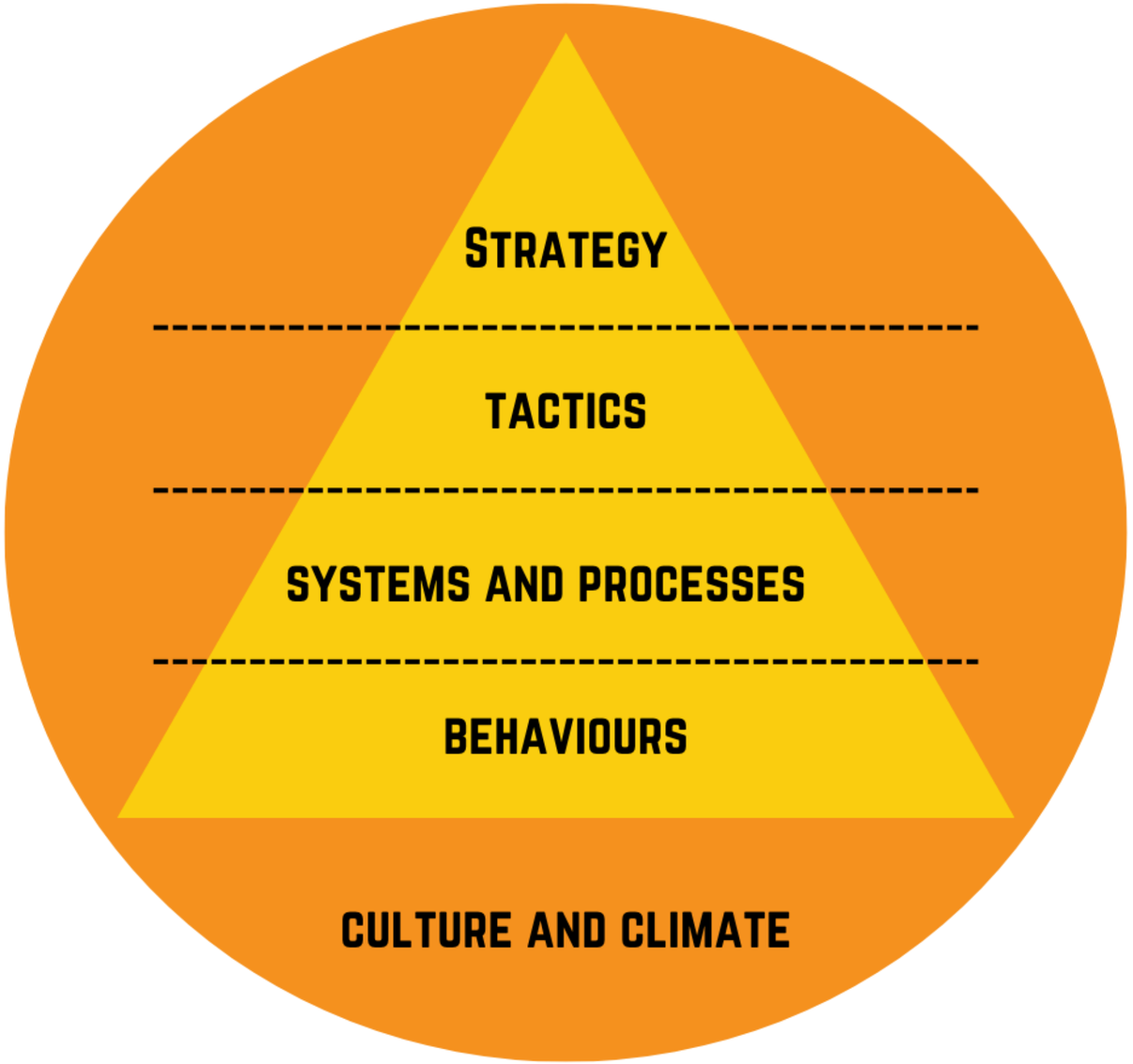
Behaviours

- Write down the daily behaviours you or your team need to commit to in order to improve sales outcomes.
- Identify the habits you want to strengthen personally or with your team and how you will model them.
- Set time in your diary with a routine you can stick to.



Culture and Climate

- Write down how you will reward yourself or your team if you meet these objectives.
- Note down where you are most likely to fall down and what you will do to pick yourself back up.



THE 1%

THE 1%

Instructions - You have 30 minutes

Split in to 2 groups. Choose one persons business to work on.

Pick an area of the sales process and explain to the team how you currently run it. (An example could be your proposal, or your discovery/fact find)

Brainstorm 1 percent improvements

In groups, list as many small improvements as you can for that area. Think micro changes not major overhauls.

Select your top three

For each chosen improvement, decide

- Why it matters
- How easy it is to implement
- What the long term benefit could be

We'll share these back with the group once completed.

CREATING YOUR COMPETITIVE ADVANTAGE

BIGPRESENCE
THE REVENUE ACCELERATION EXPERTS

RESTAURANT A

RESTAURANT B

BIGPRESENCE

THE REVENUE ACCELERATION EXPERTS

BIGPRESENCE
THE REVENUE ACCELERATION EXPERTS

RESTAURANT A

RESTAURANT B

BIGPRESENCE
THE REVENUE ACCELERATION EXPERTS

RESTAURANT A

RESTAURANT B

BIGPRESENCE
THE REVENUE ACCELERATION EXPERTS

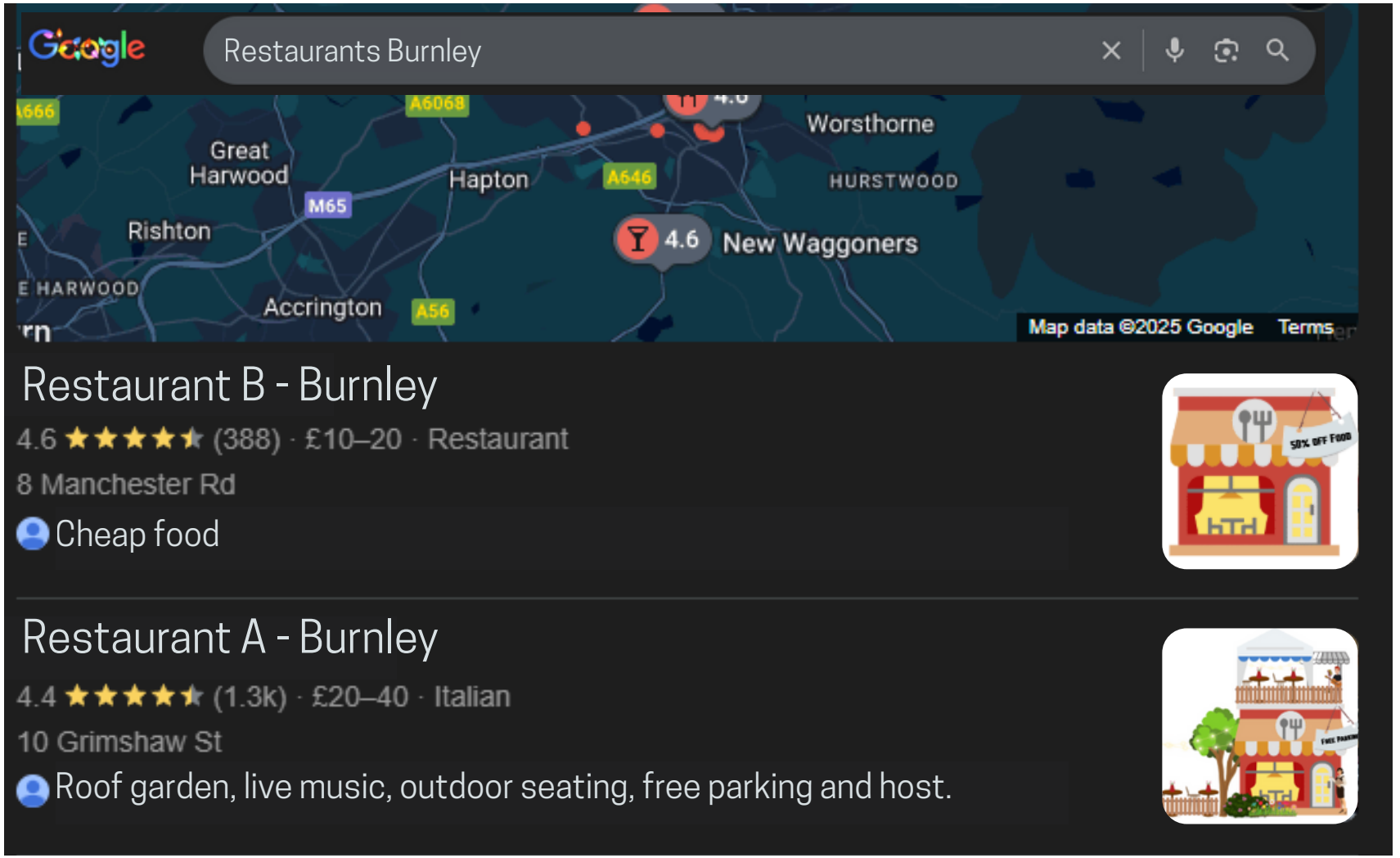
RESTAURANT A

RESTAURANT B

RESTAURANT A

RESTAURANT B

- ROOF GARDEN
- OUTDOOR AREA
- SINGER ON WEEKENDS
- BALCONY AREA
- HOST


Google
Restaurants Burnley
A6068
Worsthorne
Great Harwood
Hapton
A646
HURSTWOOD
M65
Rishton
4.6
New Waggoners
E HARWOOD
Accrington
A56
Map data ©2025 Google
Terms
Restaurant B - Burnley
4.6 ★★★★½ (388) · £10–20 · Restaurant
8 Manchester Rd
Cheap food
50% OFF FOOD
Restaurant A - Burnley
4.4 ★★★★½ (1.3k) · £20–40 · Italian
10 Grimshaw St
Roof garden, live music, outdoor seating, free parking and host.

USP'S

USP'S

WHAT CUSTOMERS WANT
USP
WHAT YOU CAN DO WELL
WHAT COMPETITORS DON'T OFFER

WHAT DO MY CUSTOMERS WANT	WHAT CAN I DO TO BETTER THAN ANYONE ELSE	WHAT DO THE COMPETITION NOT OFFER?
Food that tastes amazing and is consistently high quality.	Cook dishes fresh to order using local ingredients.	Consistent quality every time, not hit and miss.
Fast service, no long waiting times.	Deliver genuinely personal service where staff remember guests.	A simple, flexible menu that caters for all dietary needs.
A warm atmosphere where they feel welcome.	Maintain faster service times even during busy hours.	Warm, personal hospitality instead of rushed service.
Good value for money with clear pricing.	Create a more relaxed, enjoyable atmosphere than other restaurants.	Clear communication around allergens, ingredients and preparation.
To feel special and have a memorable experience	Offer dishes or flavours they cannot get anywhere else locally.	Little extras like complimentary bites, birthday touches or priority seating.

A FEW IDEAS...

QR Code Ordering for Drinks or Dessert
Speeds up service and reduces waiting frustration.

Surprise Treats or Tasting Bites
A complimentary mini appetizer, bread, or dessert bite for all guests.

Personalised Menu Recommendations
Guests answer 3 quick questions and staff recommend the perfect dish.

Cookbook Style Menu
Each dish includes a story about its origin or ingredient source.

Guaranteed 15 Minute Lunch Service
Perfect for business customers. If it takes longer, they get a perk.

Pre Order Menu for Busy Diners
Guests pre choose meals online so the food arrives soon after seating.

Local Supplier Spotlight
Ingredients sourced from local farms, with rotating “farm of the month”.

Birthday and Celebration Package
Pre planned surprise touches, decorations or personalised plates.

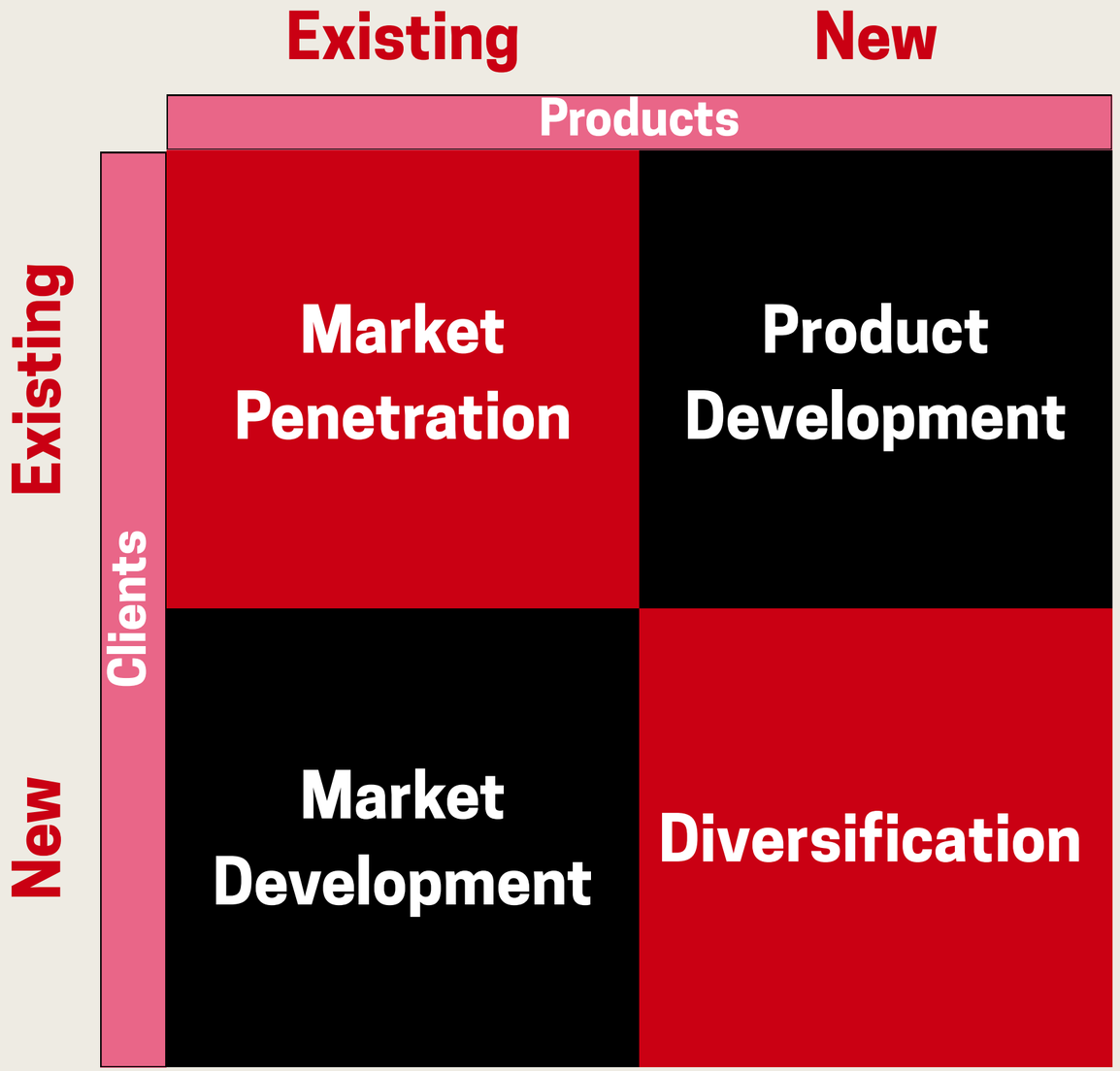
Dish Customisation Station
Choose your base, sauce, toppings, spice level etc.

Kids Eat Free or Kids Activity Packs
Great for attracting families and increasing repeat visits.

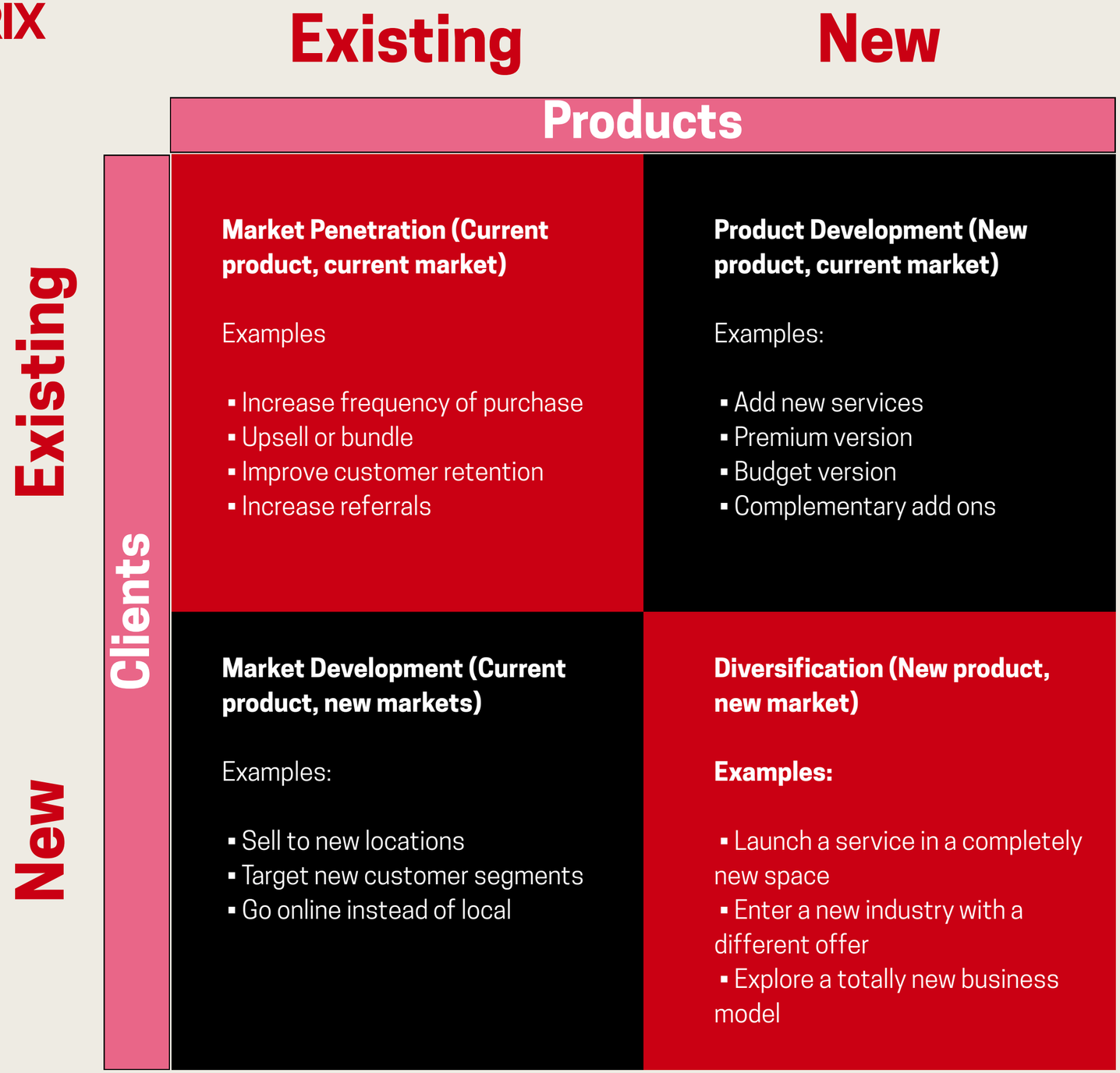
WHAT DO MY CUSTOMERS WANT	WHAT CAN I DO TO BETTER THAN ANYONE ELSE	WHAT DO THE COMPETITION NOT OFFER?
Fill this in for your business	Fill this in for your business	Fill this in for your business

ANSOFF MATRIX

ANSOFF MATRIX



ANSOFF MATRIX



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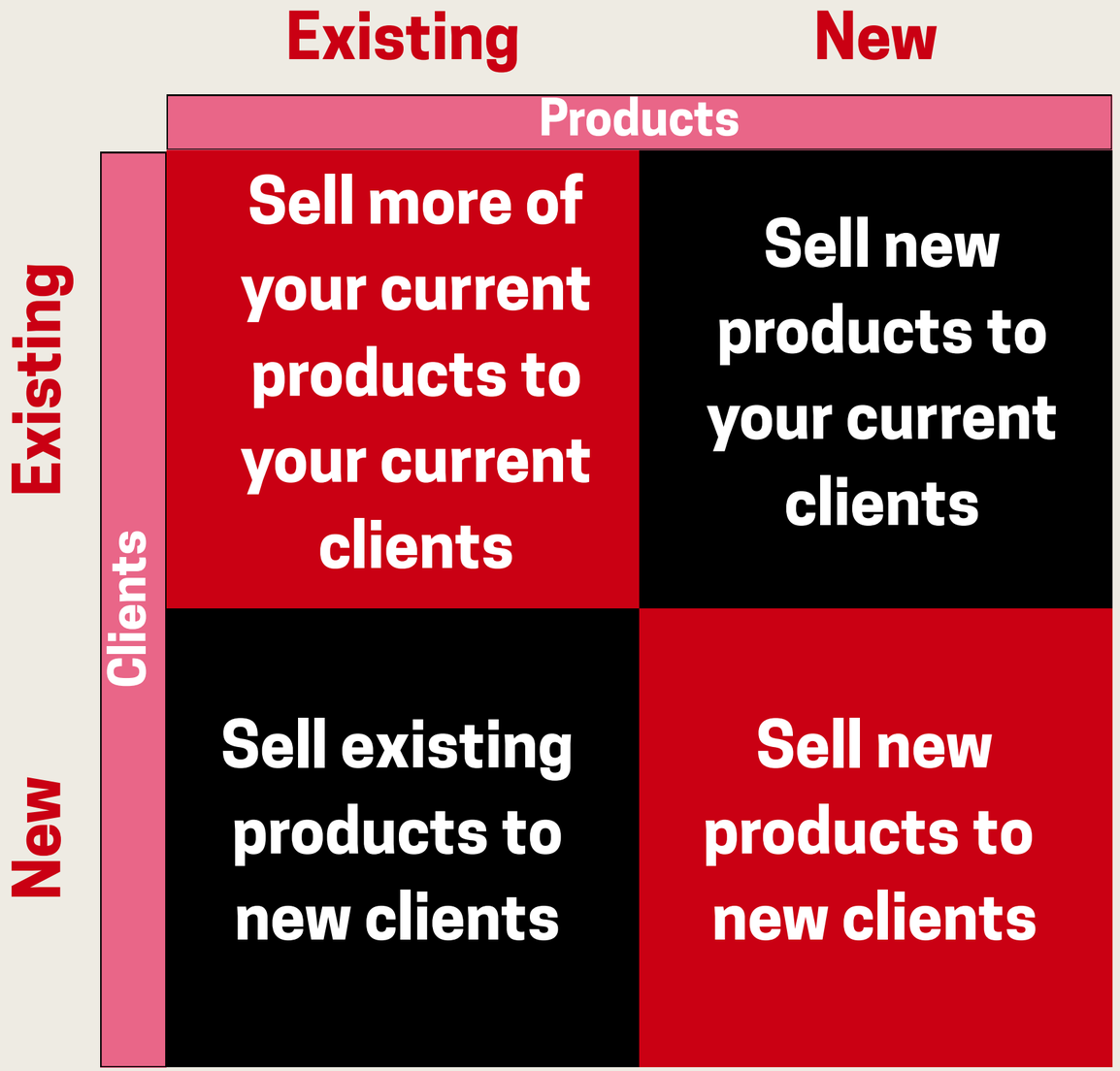
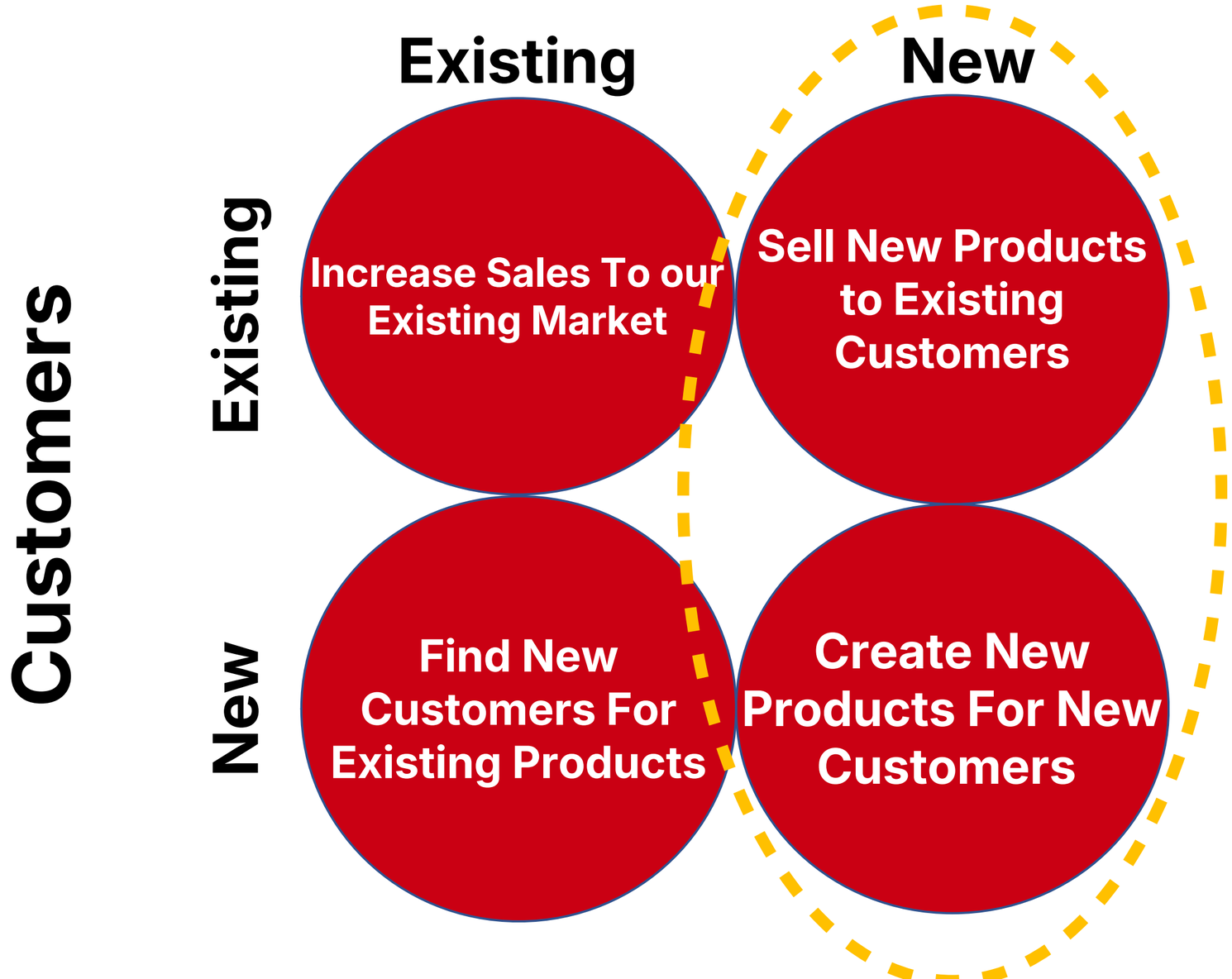


A FEW EXAMPLES OF THE ANSOFF MATRIX

Amazon

Services/Products



amazon publishing

amazon

amazon music

pay

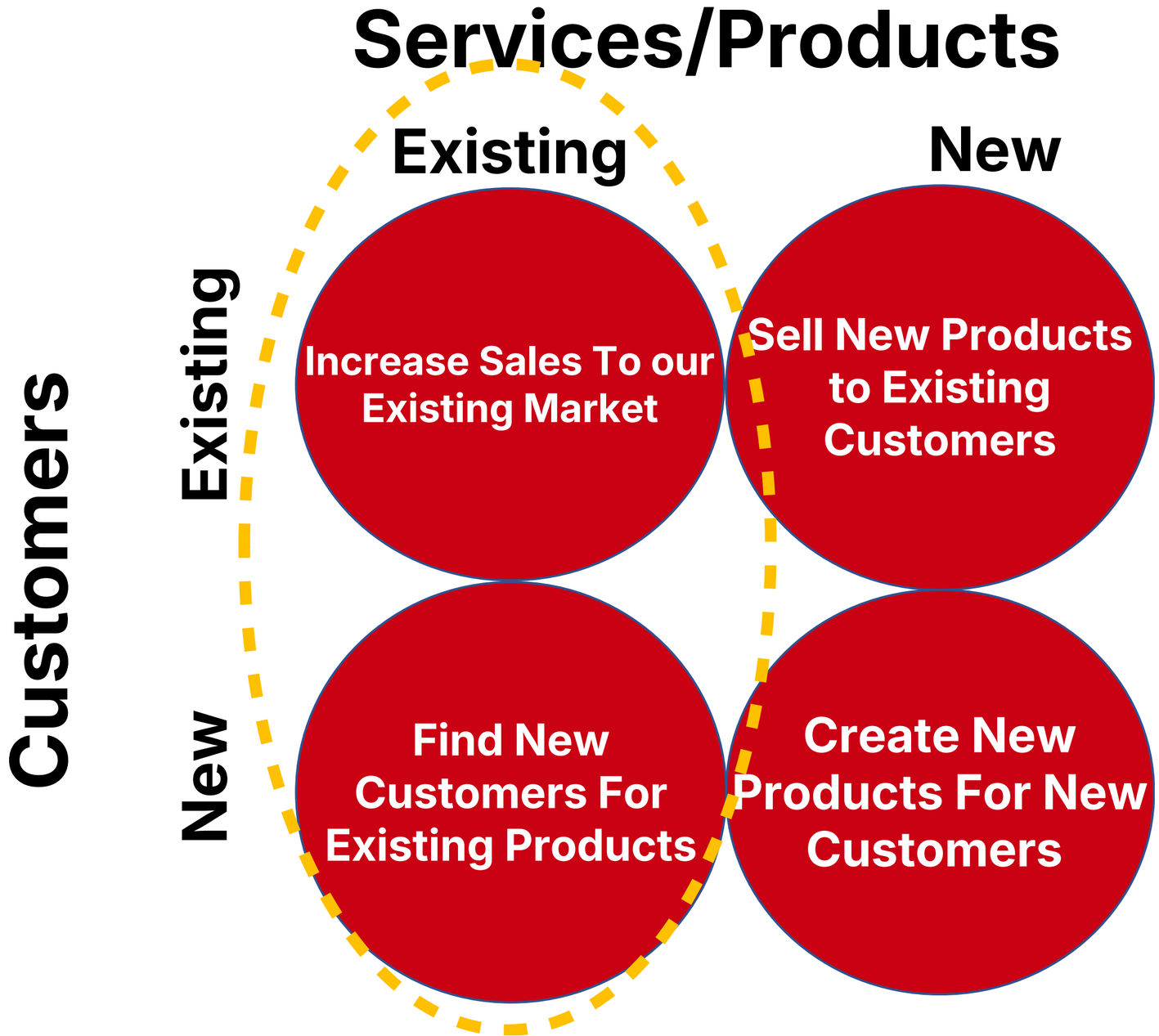
Apple

Services/Products
Existing
New
Customers
Existing
New
Increase Sales To our Existing Market
Sell New Products to Existing Customers
Find New Customers For Existing Products
Create New Products For New Customers

09:41

iPod
Music
Videos
Photos
Podcasts
Extras
Settings
Shuffle Songs
Now Playing
KYLIE
MENU

Netflix


Services/Products
Existing
New
Customers
Existing
New
Increase Sales To our Existing Market
Sell New Products to Existing Customers
Find New Customers For Existing Products
Create New Products For New Customers

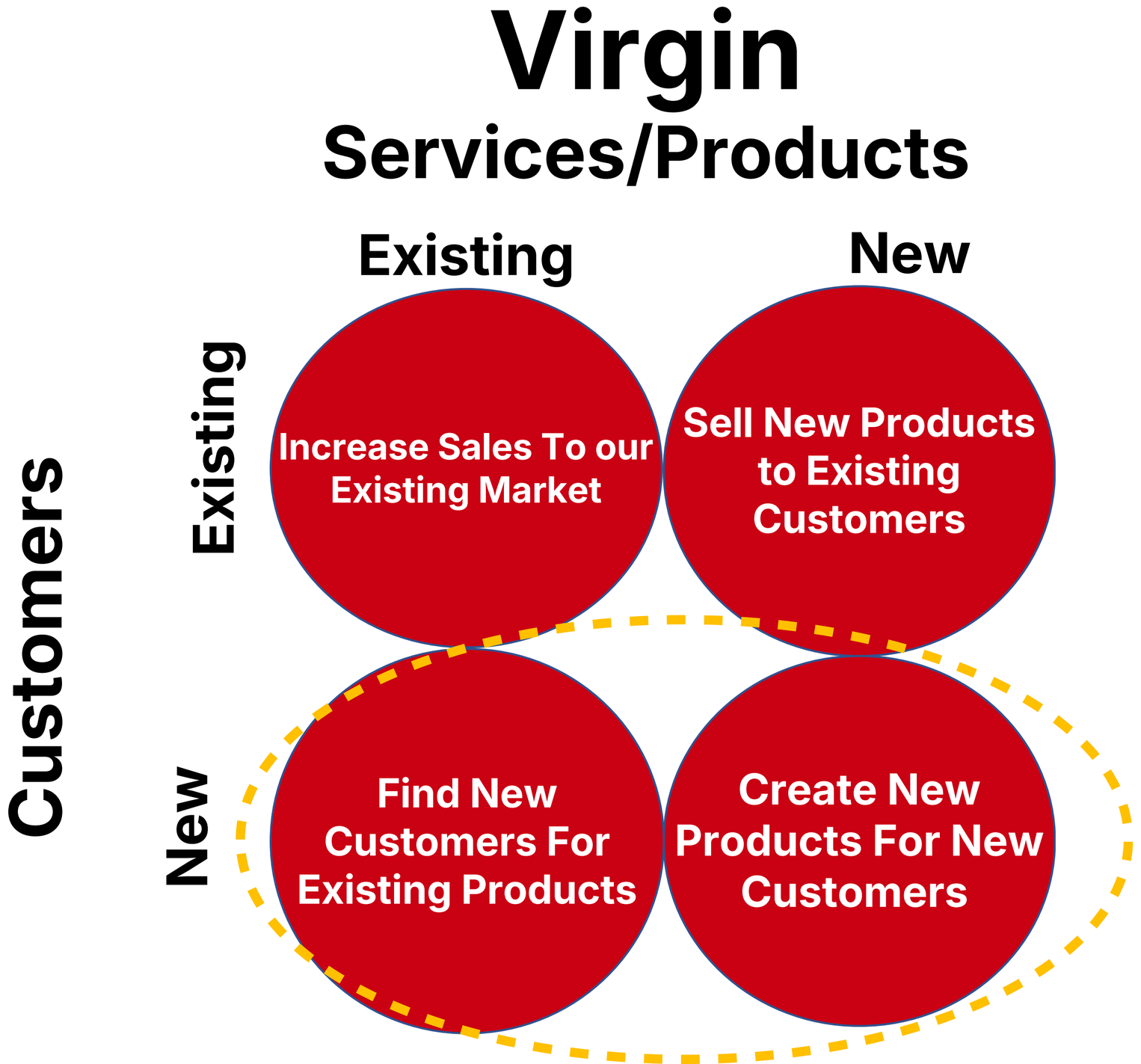
NETFLIX

NETFLIX

NETFLIX

NETFLIX

Virgin


Services/Products
Existing
New
Customers
Existing
New
Increase Sales To our Existing Market
Sell New Products to Existing Customers
Find New Customers For Existing Products
Create New Products For New Customers

Virgin
media

Virgin
HOLIDAYS

Virgin
RADIO
ANTHEMS

BOBS BISCUITS

BOBS BISCUITS

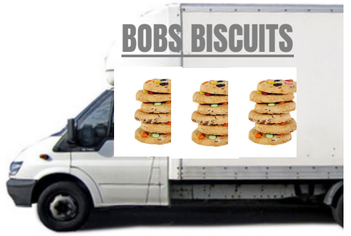
Bobs Management Accounts	
Starting Balance	£100.00
Bob Paid Out for Materials	£100.00
Dave Pays Bob	£200.00
Bobs Profit	£100.00
Bobs Final Bank Balance	£200.00
Bobs Debt	-£100.00

Buy Raw Materials

-£

Bob Makes Biscuits

FIND A BUYER



BOB DELIVERS

CLIENT PAYS BOB

£

BOB MAKES PROFIT

£200.00 Paid IN

£100.00 Paid Out

HOW CAN BOB MAKE MORE MONEY?

Scenario 1 - Fresh Business

MONTH 1

BOBS BISCUITS

£100.00 Profit

Bob has one client and is making £100 per month making biscuits to Dave's Dairy

£100.00

MONTH 2

BOBS BISCUITS

£150.00 Profit

Bob is smart and starts selling more biscuits to more people

£100.00

£50.00

MONTH 3

BOBS BISCUITS

£150.00 Profit

Bob is smart and starts selling more biscuits to more people, but he forgets to look after Dave, so Dave stops buying as many biscuits

£50.00

£25.00

£25.00

£25.00

£25.00

£25.00

MONTH 4

BOBS BISCUITS

£100.00 Profit

Bob doesn't look after his existing clients at all and Dave's dairy stops buying from him completely

How much profit has Bob made in 4 months?

£500.00 Profit

HOW CAN BOB MAKE MORE MONEY?

Scenario 2 - Account Management

MONTH 1

BOBS BISCUITS

£100.00
Profit

Bob has one client and is making £100 per month making biscuits for Dave's Dairy

£100.00

MONTH 2

BOBS BISCUITS

£150.00 Profit

Bob spends time selling more biscuits to Dave and growing the account as well as finding a new client, Ben.

£120.00

£50.00

MONTH 3

BOBS BISCUITS

£225.00 Profit

Bob keeps close to current clients and keeps growing existing accounts, while finding new ones.

£140.00

£60.00

£25.00

MONTH 3

BOBS BISCUITS

£265.00 Profit

Bob keeps account managing and manages to keep growing accounts, but stops finding new ones.

£160.00

£70.00

£35.00

How much profit has Bob made in 4 months?

£740.00 Profit

HOW CAN BOB MAKE MORE MONEY?

Scenario 3 - Fresh Sales + Account Management

MONTH 1

BOBS BISCUITS

£100.00 Profit

Bob has one client and is making £100 per month making biscuits to Dave's Dairy

£100.00

MONTH 2

BOBS BISCUITS

£150.00 Profit

Bob finds Ben and keeps Growing both accounts

£120.00

£50.00

MONTH 4

BOBS BISCUITS

£345.00 Profit

Bob finds even more clients, but also keeps managing accounts well and selling more to each account.

£140.00

£35.00

£35.00

£60.00

£35.00

MONTH 4

BOBS BISCUITS

£390.00 Profit

Bob keeps consistent growth on all his accounts

£160.00

£50.00

£50.00

£80.00

£50.00

How much profit has Bob made in 4 months?

£985.00 Profit

HOW CAN BOB MAKE MORE MONEY?

Scenario 4 - Fresh Sales, Account Management + New products

MONTH 1

BOBS BISCUITS

£100.00
Profit

Bob has one client and is making £100 per month making biscuits to Dave's Dairy

£100.00

MONTH 2

BOBS BISCUITS

£150.00 Profit

Bob grows accounts and finds new ones

£120.00

£50.00

MONTH 4

BOBS BISCUITS

£345.00 Profit

Bob keeps growing accounts and selling to more to new accounts

£160.00

£35.00

£35.00

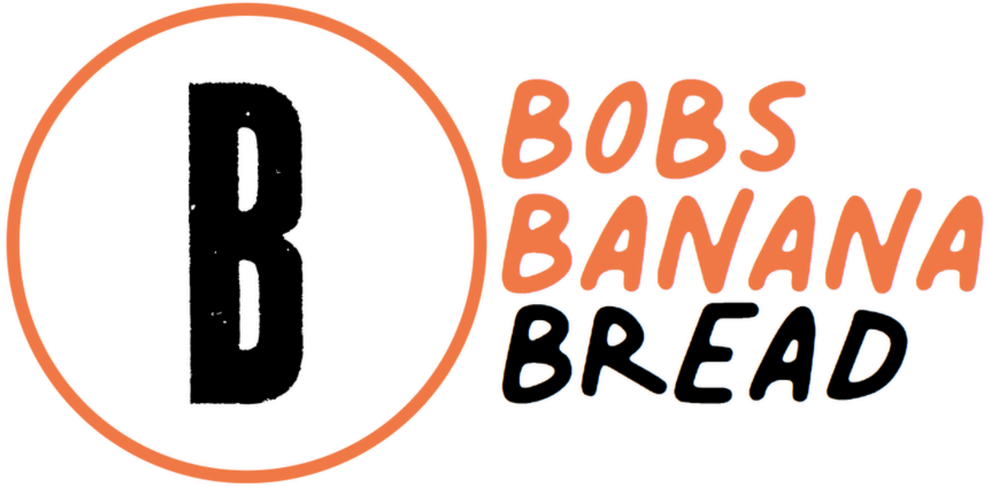
£80.00

£35.00

Bob has a brainwave...

And it's a belter...

Bob rings all his clients and asks... "would you also be interested in a trial of..."



MONTH 4

BOBS BISCUITS

£980.00 Profit

Bob is now selling 2 x products to all of his suppliers...

£450.00

£150.00

£200.00

£30.00

£100.00

£30.00

£50.00

£30.00

£50.00

£30.00

£50.00

£30.00

How much profit has Bob made in 4 months?

£1575.00

Profit

The Comparison

- Sales = £500.00
- Account MGMT = £740.00
- Account MGMT + Sales = £985.00
- AC MGMT, Sales and New Products = £1575.00

Your Task

In groups, choose one persons business.

With a View to starting to think about a “Profit Mindset”, pull together a list of ideas that you will present back to show some ideas of how you could…

- Increase Sales of existing products to Existing Markets
- Increase The Amount of new products to Existing markets
- Increase the amount of New Products to New Markets
- Increase the Amount of New Products to New Markets

THAT'S ALL FROM ME