

HOW TO BRAND YOUR SALES PROCESS TO GET THE OWNER OUT OF SALES



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DEFINE YOUR HELL YES CUSTOMER

Our “Hell Yes Customer” is the type of client where we do a great job, make a profit, and earn referrals. These are the projects we focus on attracting through marketing and becoming known for in our area. When the phone rings with this type of customer, our response is “hell yes!” and we promptly serve this customer to our highest standard.

SERVICES:

SERVICE AREAS (cities, suburbs, neighborhoods):

REFERRAL PARTNERS (who does the work you don't want to do?):

Establish relationships with them and get a commission! Link to them on your website and ask them to mention you on theirs.



DEFINE YOUR HELL YES CUSTOMER

BUDGET:

“Hell Yes Customers” will invest: _____ in an initial project with us.

Our minimum budget is: _____.

The cap of our capabilities at this time is _____.

LIFETIME VALUE (LTV):

Our Hell Yes Customer will stay with us for _____ years,

And invest _____ per year, making their Lifetime Value \$ _____.

DEFINE YOUR HELL NO CUSTOMER

SERVICES I DO NOT OFFER:

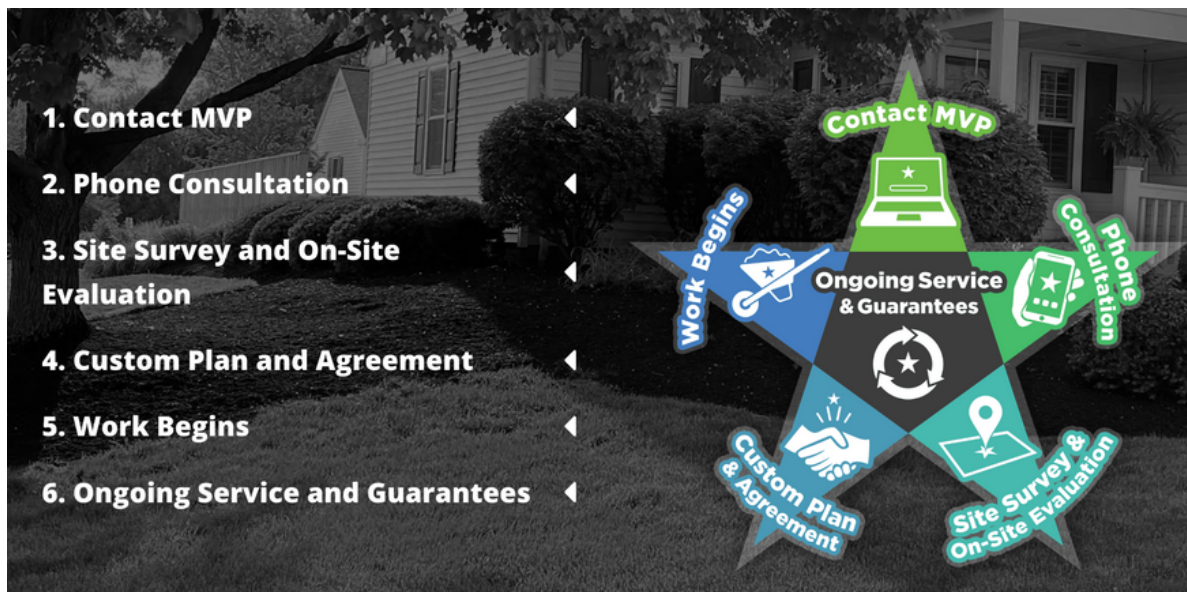
AREAS I DO NOT SERVICE:

BUDGETS THAT ARE TOO SMALL:

We are not taking on projects below _____.

WARNING SIGNS OF PITAS TO DECLINE:

EXAMPLES OF BRANDED PROCESSES



YOUR COMPANY PROCESS

A strong Sales Process Creates Freedom for Businesses and a More enjoyable experience for customers. Communicating a process establishes trust quickly, and also gives a business the stability of having a repeatable system that can be used each and every time a sale is made.

MILESTONE:

MILESTONE:

MILESTONE:

MILESTONE:

YOUR COMPANY PROCESS

MILESTONE:

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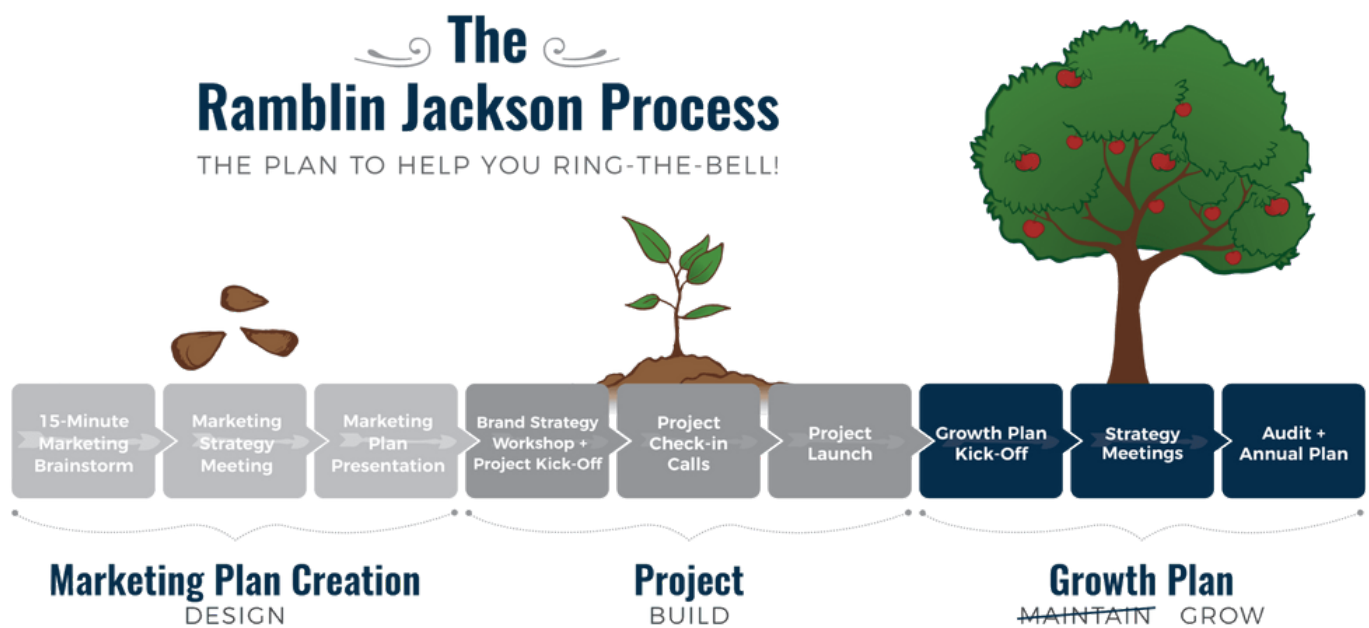
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MILESTONE:

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RAMBLIN JACKSON'S PROVEN PROCESS

GET RESULTS FASTER WITH OUR PROVEN PROCESS
DESIGNED TO MAKE THIS DANG INTERNET STUFF
AS PAINLESS AS POSSIBLE FOR LANDSCAPE
CONTRACTORS LIKE YOU!



Over 300 businesses in the United States have reported specific increases in their online presence and revenue due to Ramblin Jackson's proven process.

Sure, you could hire some Chuck-In-A-Truck freelance web guy or your local web design company that's likely to be less expensive (and also less experienced) for your marketing. If you want to be an experiment, that's fine, but why not leverage our extensive green industry experience with proven results for landscaping companies, arborists, lawn care companies, garden centers, and other residential contractors instead?

Much like how designing, building, and maintaining a beautiful landscape takes a team of people with different skill sets, so does designing, building, and growing your online presence. We have a complete team that loves working with the green industry, ready to help you get this done.

Learn more at ramblinjackson.com/process/ or schedule your free 15 Minute Brainstorm at ramblinjackson.com/brainstorm

