



Case Study 1:

*Landscape Company in the
Denver Area:*

Client Overview:

- **Industry:** Landscaping
- **Location:** Denver Colorado

The Challenge:

The landscaping company relied heavily on door-to-door sales to generate leads. However, the lack of a structured approach caused the sales team to waste time targeting neighborhoods with low conversion potential.

Inconsistent pitches and inadequate training further hampered results, leading to missed opportunities and frustration among sales representatives. These inefficiencies resulted in stagnant revenue growth despite the company's significant market potential in Denver.

Without a clear, repeatable system, the company struggled to scale its outreach efforts effectively or achieve consistent success across the team.

The Solution:

To address these challenges, we developed a comprehensive, systemized sales outreach process that prioritized efficiency, training, and scalability:

1. **Neighborhood Analysis**
 - Conducted a detailed analysis of Denver neighborhoods using demographic and property data to identify high-value areas with the greatest likelihood of conversion.
 - Created a prioritized target list for the sales team, focusing their efforts on neighborhoods with high-income households and larger properties requiring landscaping services.
2. **Training & Resources**
 - Developed Standard Operating Procedures (SOPs) to guide the team in every aspect of the door-to-door process, from neighborhood targeting to follow-ups.

- Produced example pitch videos demonstrating best practices in body language, tone, and scripting, helping sales reps build rapport and confidence.
 - Designed a sales checklist to standardize the approach and ensure no critical steps were missed.
- 3. Sales Pitch Framework**
- Created a framework with specific guidelines for standing at doors, introducing the company's services, and engaging potential customers.
 - Included customizable scripts to address common objections and highlight the unique value of the company's services.
- 4. Onsite Training**
- Conducted hands-on workshops with the sales team to practice the new procedures, ensuring they were comfortable and confident in executing the system.
 - Provided real-time coaching during door-to-door visits to refine techniques and reinforce best practices.

The Results:

The implementation of this systemized process delivered immediate and measurable results:

- **\$310,000 in Additional Estimates**
Within the first month of adopting the new system, the sales team generated an additional \$310,000 in estimates, far surpassing prior months.
- **25% Increase in Efficiency**
By focusing exclusively on high-probability leads, the sales team reduced wasted time and effort, increasing their overall efficiency by 25%.
- **Scalable Process**
The structured system became a repeatable and sustainable process, enabling the company to scale its door-to-door sales efforts and expand into new neighborhoods with minimal training required for new hires.

Key Deliverables:

- **Neighborhood Targeting Plan:** A data-driven approach to identifying high-value areas for outreach.
- **SOPs and Training Materials:** Comprehensive guides, example pitch videos, and checklists to standardize the process.
- **Hands-On Coaching:** Personalized support and real-time feedback during sales visits to ensure successful implementation.

What Sets this System Apart:

This system improved lead generation and empowered the sales team with the tools and confidence needed to succeed. The combination of data-driven targeting, structured training, and clear guidelines made the process easy to follow and replicate, ensuring long-term growth.