

Week 2-4: Get First Customers

Goal: Book 3 demos and close your first customer in 3 weeks.

Week 2: Find 50 Prospects

Target Customer Profile

Who to target:

"Overwhelmed Owen" - Tradesperson (PRIMARY)

- Plumber, electrician, HVAC contractor
- 3-8 employees
- Revenue: £500k-£2M per year
- Pain: Missing calls, losing leads, admin chaos

"Strategic Sarah" - Healthcare Practice Manager (SECONDARY)

- Dentist, optician, physiotherapist
- 5-15 employees
- Revenue: £800k-£3M per year
- Pain: No-shows, appointment booking, patient communication

Where to Find Them

Option 1: LinkedIn (Best)

1. **Set up LinkedIn Sales Navigator (optional but worth it)**

- Cost: £79.99/month (cancel after first customers)
- Free trial: 30 days

2. **Search criteria:**

- Location: United Kingdom
- Title: "Owner", "Director", "Operations Manager"
- Company size: 10-50 employees

- Industry: "Construction", "Healthcare", "Professional Services"

3. **Daily activity:**

- Find 10 prospects per day
- Save them to a list
- By end of week: 50 prospects

Option 2: Local Business Directories

- Google Maps: Search "plumber near me", "dentist near me"
- Yell.com
- Thomson Local
- LinkedIn company pages

Create Your Prospect List

Use a spreadsheet (Google Sheets or Excel):

Name	Company	LinkedIn	Email	Phone	Status
-----	-----	-----	-----	-----	-----
John Smith	Smith Plumbing	linkedin.com/...	john@...	07...	To Contact

Goal by end of Week 2: 50 prospects in your list

Week 3: Start Conversations

LinkedIn Connection Strategy

Daily goal: 10 connection requests

Message template:

Hi [Name],

Noticed [Company] is doing well in [location].

Many businesses at your stage lose £20k+ per year to missed calls and slow follow-ups.

We built a system that texts customers back in <30 seconds. It's UK-specific and GDPR-compliant.

Worth a quick look?

Best,
Benedict

****Key rules:****

- Personalize first line (check their profile/company)
- Keep it under 300 characters
- No hard sell - just curiosity
- Send Mon-Fri, 9am-5pm only

Follow-Up Sequence

****If they accept:****

****Day 1:**** Thank them for connecting

Thanks for connecting, [Name]!

How are you currently handling missed calls at [Company]?

****Day 3:**** Share value (if they respond)

Most [industry] businesses we work with were losing £1-2k/month to missed opportunities.

We automated their follow-up. Happy to show you how - takes 15 min.

Here's my calendar: [Calendly link]

****Day 7:**** Soft close (if no response)

[Name], quick question:

If I could show you how to recover £15-20k in lost revenue (in 15 minutes), would you be interested?

No pressure - just thought it might be relevant.

Email Outreach (If You Have Emails)

****Subject lines that work:****

- "Quick question about [Company]"
- "[Name], losing leads to missed calls?"
- "15-minute audit for [Company]?"

****Email template:****

Hi [Name],

I noticed [Company] is growing fast in [location].

Quick question: how many customer calls do you miss per week?

Most [industry] businesses we work with were losing £1,500-£2,000 per month to unanswered inquiries.

We built an automated system that texts back missed calls in <30 seconds. Setup takes 48 hours. GDPR-compliant. UK-based support.

Worth a 15-minute look? You can book here: [Calendly]

Best,
Benedict Anokye-Davies
Vexel Logic
[Your phone]

****Goal by end of Week 3:****

- 30 connection requests sent
- 10-15 accepted connections
- 2-3 demo calls booked

Week 4: Book & Close Demos

Demo Preparation

****Before the call:****

1. Research their business (5 minutes)
2. Check their website for pain points
3. Look at their reviews on Google
4. Prepare their personalized calculator

****Demo tools to show:****

1. Missed Call Bot (everyone wants this)
2. Review Engine (if they have <50 Google reviews)
3. Unified Inbox (if they mention "too many platforms")

Demo Structure (30 Minutes)

****Minutes 0-5: Discovery****

"Before I show you anything, help me understand:

- How many customer inquiries do you get per week?
- How many do you think you miss?
- What's your average job value?"

(Take notes - you'll use this for calculator)

****Minutes 5-15: Show Their Numbers****

Pull up the calculator on your website:

"Based on what you told me:

- You get ~100 calls/week
- Miss ~15% (industry average)
- Average job: £800

That's 12 missed calls \times £800 \times 52 weeks = **£499k in lost opportunity per year**

For you, it's probably 20-30% you're actually losing. So roughly **£100-150k**.

****Minutes 15-25: Show the Solution****

Screen share your live website:

1. Show Missed Call Bot in action (demo mode)
2. Show Review Engine interface
3. Show Unified Inbox

"This is what happens:

1. Customer calls, you don't answer
2. Within 30 seconds: automatic SMS sent
3. They reply → goes to your Unified Inbox
4. You respond when convenient
5. Review request sent automatically after job"

****Minutes 25-30: Close****

"Two questions:

1. Does this solve your missed call problem?
2. Want to stop losing these leads?"

(Wait for their response)

"Great. We can have you live by Friday. It's £249/month - basically 3-4 recovered jobs pays for it.

I'll send you a link after this call. Any questions?"

Handling Objections

"It's too expensive"

- "I understand. Let me ask: how much is one new customer worth to you?"
- *(They say £800)*
- "So if this recovers just 1 extra job per month, you're up £9.6k per year. Cost is £2,988. That's a 3:1 return."

"I need to think about it"

- "Of course. What specifically would you like to think about?"
- *(Address their actual concern)*
- "Tell you what - we offer a 7-day trial. Zero risk. If it doesn't work, cancel anytime."

"We're too busy right now"

- "That's exactly why you need this - you're missing opportunities because you're busy."
- "Setup takes 48 hours on our end. You spend 30 minutes. Then it runs automatically."

Closing Tactics

Option 1: Trial Close

"Want to test it for a week? You can always cancel."

Option 2: Urgency

"I have 2 setup slots left this week. Want one?"

Option 3: Guarantee

"30-day money-back guarantee. If you don't recover at least £500 in value, full refund."

Goal by end of Week 4:

- 3 demos completed
- 1 customer closed (at minimum)
- 2 follow-ups scheduled

Automation: Use AI Agent

Don't want to do manual outreach?

Use the included LinkedIn automation:

```
cd RESOURCES/ai_agent  
python linkedin_importer.py
```

This tool:

- ■ Finds prospects on LinkedIn
- ■ Generates personalized messages
- ■ Creates outreach list

See: [RESOURCES/ai_agent/README.md](..//RESOURCES/ai_agent/README.md)

Week 2-4 Checklist

Track your progress:

Week 2:

- [] 50 prospects identified
- [] Prospect list created (spreadsheet)
- [] LinkedIn profile optimized

Week 3:

- [] 30 connection requests sent
- [] 10+ connections accepted
- [] 2-3 demos booked

Week 4:

- [] 3 demos completed
- [] 1+ customers closed
- [] Follow-up system in place

Success Metrics

Conversion funnel:

- 50 prospects found
- 30 contacted
- 10 conversations started
- 3 demos booked
- 1 customer closed

This is a 2% close rate (1/50) - achievable even if you're new to sales.

Need Help?

Email templates: [RESOURCES/Email-Templates.md](..//RESOURCES/Email-Templates.md)

Sales advice: Sales-Playbook.md

Customer onboarding:

[OPERATIONS/Customer-Onboarding.md](..//OPERATIONS/Customer-Onboarding.md)

Got your first customer? ■ Congratulations!

Next steps:

1. Deliver amazing service
2. Ask for a testimonial
3. Request referrals
4. Repeat the process

Let's grow! ■