FRACTIONAL SALES LEADERSHIP · HOME SERVICES

The 90-Day Conversion Sprint

More revenue from the calls you're already running. Your managers learn to coach, your techs learn to diagnose and present options, and the system stays after I leave.

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64 → 78%	+91%	$4.4M → $8.4M	20+ yrs
MEDIAN TECH CLOSE RATE, 11 BRANCHES	AVG TICKET, COACHED BRANCH, <6 MOS	ANNUALIZED RUN RATE, 5 MOS	HOME SERVICES LEADERSHIP

WHO IT'S FOR

Owners leaving money on the table

- Plumbing, HVAC or home services doing **$3M–$15M**
- Conversion stuck **below 80%**, or not tracked weekly
- A few star techs carry the revenue
- Managers dispatch and firefight but **don't coach**
- ServiceTitan data exists but isn't turned into action
- You want growth **without pressure selling**

HOW IT WORKS

Diagnose. Install. Transfer.

DAYS 1–14

Diagnose

- ServiceTitan audit: conversion, ticket, revenue per opportunity by tech
- Set the baseline
- Review real calls to find where jobs are lost

DAYS 15–60

Install

- Repeatable needs-based sales process
- Weekly group training and virtual ride-alongs
- 1:1 coaching for managers

DAYS 61–90

Transfer

- Managers run the coaching cadence
- Weekly scorecard that flags who needs help
- Written playbook that survives turnover

WHAT WE MEASURE

Results every week

Conversion rate
By tech and branch

Average ticket
Options presented and accepted

Revenue per opportunity
The number that pays for it

Coaching cadence
Ride-alongs and 1:1s completed

Never: pressure closes, comp that punishes the cheapest fix, or public shaming leaderboards.

THE ENGAGEMENT

Simple terms

$5,000 / month · 90-day minimum

- **Virtual-first** training, ride-alongs and 1:1s
- **Optional performance bonus** tied to conversion gains above your baseline
- Weekly scorecard review with ownership
- Your team keeps the scorecard and a license to use the playbook

20 minutes. Your numbers. A straight answer.

Bring your conversion rate and average ticket. If the Sprint won't pay for itself, I'll say so.

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