

## CoMoPro LLC

# Sales & Marketing Plan Service Sheet

### 90-Day Sales & Marketing Growth Plan

#### Offer Summary

Fixed fee: \$3,500 fixed fee

Timeline: 10 business days after kickoff and receipt of required client materials

Outcome: a practical sales and marketing plan that clarifies the target customer, message, channels, funnel gaps, KPIs, and 90-day growth actions.

#### Who This Is For

- Small businesses, professional service firms, technical startups, and local companies that need a clearer path to leads and revenue.
- Owners who are doing scattered marketing but do not have a repeatable sales process or measurable funnel.
- Companies preparing to launch, relaunch, reposition, or improve conversion from existing traffic and leads.

#### Client Problems This Service Solves

Common Problem	How the Plan Helps
Unclear target customer	Defines best-fit customer segments, buying triggers, objections, and decision criteria.
Weak or inconsistent messaging	Creates a practical positioning and messaging framework.
Low lead flow	Identifies the best lead-generation channels and activity targets.
Poor follow-up or close rate	Reviews the funnel and recommends follow-up improvements.
No KPI visibility	Defines the metrics to track weekly and monthly.

#### What Is Included

- Kickoff meeting and intake review
- Current sales and marketing activity review
- Website and messaging review
- Target customer and offer clarification
- Sales funnel and lead source analysis
- Competitor marketing review
- Positioning and messaging recommendations
- Recommended sales and marketing channels
- 90-day action roadmap
- KPI dashboard template
- Final written plan and final review meeting
- One revision round

#### What Is Not Included

- Ad spend, media buying, or management of paid advertising accounts
- Website redesign, SEO execution, CRM setup, or full campaign implementation
- Cold calling, sales team management, or guaranteed revenue results
- Legal, tax, accounting, valuation, or financial advisory services

## Delivery Process

Step	Activity	Client Output
1	Discovery and qualification	Fit confirmed and scope agreed
2	Kickoff and data collection	Client provides website, sales data, marketing assets, and goals
3	Analysis	Current funnel, messaging, channel, and competitor review
4	Plan development	Recommendations, roadmap, and KPI dashboard drafted
5	Final review	Client receives written plan and review meeting

## Suggested Call to Action

### Next Step

**Schedule a 30-minute Discovery Call to determine whether the 90-Day Sales & Marketing Growth Plan is the right fit.**

**Schedule 30-minute call:** <https://calendly.com/comoprollc/30min>

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