



Sales Soldier Academy – Strategy Builder (£297)

This is your tactical strategy builder session. You'll work through this doc during our call, and I'll personalise it based on your answers and business needs.

✓ Fill in what you can before the session. Anything blank, we'll tackle live.

1 Pre-Session Intake

📝 Name / Business:

📦 Offer / Product (what do you sell?):

🎯 Monthly Revenue Goal:

🔥 What's working right now?

🚫 What's not working?

🚫 What's your biggest obstacle right now?

📞 Where are you getting most of your leads / traffic?

2 Live Strategy Breakdown

💡 CUSTOMER CLARITY

- Ideal client type:
- Main pain points:
- What do they really want?

🧱 OFFER STRUCTURE

- What's the outcome or result?
- What makes it different?

🎤 PITCH MAPPING

- Hook or opener:
- Main message:
- Close / CTA:

📈 SALES PROCESS MAPPING

- Lead > First Message > Call > Close – map the steps:
- Where are the gaps?

Tactical Plan & Execution

OUTREACH

- Channel (DMs, calls, email, etc):
- Message framework:

OBJECTION HANDLING

- What usually comes up?
- What's your go-to rebuttal?

CALL STRUCTURE (if used)

- Intro > Discovery > Pitch > Commit:

ACCOUNTABILITY PLAN

- Daily tasks:
- Weekly review steps:

Final Notes & Files

- Call Recording Link (if requested):
- Strategy Document (linked or PDF):
- Execution Tracker link:
- Next steps or deadlines: