BUILDING A SALES GROWTH ENGINE

Brogue's Workbook — The Complete Worked Example

Every worksheet, every score, every answer — the companion workbook completed end to end by Brogue Industrial Staffing, the fictional demonstration firm from the book: $12 million in revenue, offices in Greenville and Charlotte, six salespeople, and clients in mid-size Southeast manufacturing and distribution. Read it like a finished copy, then write yours.

growthenginebook.com/workbook

Companion to Building a Sales Growth Engine by David Searns and Victoria Kenward.

Brogue's Engine Scorecard — Baseline

The front-of-workbook self-assessment, scored before any module work began. Lowest scores point to the lane.

Foundation	*3.4 — our strongest component; consistency is the gap*
Website Optimization	*2.6 — a brochure that fails the five-second test*
Sales Enablement	*3.1 — a campaign on paper, run ad hoc*
Buyer Enablement	*2.1 — buyers who research us find a vacuum*
Market Attraction	*2.4 — invisible in AI answers; referrals carry us by accident*
Nurturing	*1.8 — LOWEST. 1,900 quiet contacts. This is the lane.*
Automation	*2.9 — capable platform, a third used*
Our priorities	*Weakest: Nurturing. Most pipeline impact if strengthened: Nurturing, with Buyer Enablement next.*

Module 4 — Foundation

Messaging That Sells

Module score: 3.4 · Functional

B · Assess — scored line by line

Element	Score	Biggest gap / note
Market Focus (ICP)	**4**	*Written and real — we live it*
Positioning	**4**	*The workforce-stability aisle is ours; not yet everywhere on the site*
Differentiators (3 to 5)	**4**	*Three survive the competitor test with numbers*
Value Proposition	**4**	
Core Story	**3**	*David tells it well; the reps each tell a different version*
Proof Assets	**3**	*Numbers exist; only two are packaged where buyers can see them*
Offer	**3**	*Workforce cost analysis works; secondary offer is new*
Messaging Consistency	**2**	*Asked all six reps 'what makes us different' — got four answers*

Turn the score into a plan

My lowest-scoring element	*Messaging consistency, a 2.*
What is missing or unclear there	*Nothing is written down. Everyone improvises from memory, so the story drifts.*
One thing I can clarify this week (quick win)	*One-page Foundation sheet: aisle, three differentiators with numbers, the we-help statement. Print it, tape it to six monitors.*
One thing that needs a 90-day build	*Package the proof: Cornerstone case study written, show-up-rate methodology page live.*
My Foundation average today	*3.4 — Functional. Carried to the Engine Scorecard.*

C · Build — the worksheets, filled

Element 1 · Market Focus (your ICP)

Industry or vertical	*Food & beverage and general manufacturing; distribution centers second.*
Company size (revenue or headcount)	*200 to 1,000 employees; typically $30M–$250M plants.*
The buyer role you sell to	*Plant manager or operations director decides; HR manager influences and runs the process.*
The trigger event that starts a search	*A turnover spike threatening production targets — usually second shift, usually peak season.*
The top pain you solve for them	*Unplanned downtime from labor gaps and no-shows.*
Your proof you serve them well	*92% show-up rate; 88% 90-day retention vs. 72% industry average.*

The one client we would clone	*Cornerstone Foods — 640 employees, three shifts, values stability over rate, treats us as part of the operation.*
The company you serve (ideal client)	*Mid-size Southeast manufacturers, 200–1,000 employees, within 90 minutes of Greenville or Charlotte, running shifts that hurt when seats sit open.*

Element 2 · Positioning (the aisle you own)

The aisle we are in today (buyer's words)	*"One of the temp agencies we use."*
The aisle we want to own	*The workforce-stability partner for Southeast manufacturers.*
Why that aisle (the tradeoff we accept)	*We give up the transactional, rate-shopping buyer. We will lose deals on price and win them on downtime. Accepted.*

Element 3 · Differentiators (claim, mechanism, proof)

Claim 1	*We care about quality → dedicated account recruiters who only work your roles → 88% 90-day retention vs. 72% industry.*
Claim 2	*Our people show up → pre-vetted pool with show-up testing before assignment → 92% show-up rate.*
Claim 3	*We reduce downtime, not just fill seats → demand forecasting plus monthly attendance reporting → clients typically cut labor-gap downtime 30–40% in six months.*
Claims we cut	*"Great service" and "we know staffing" — any competitor can say both. Gone.*

Element 4 · Value Proposition (outcomes, not services)

The 2 to 3 outcomes we deliver best	*Fewer open seats on hard shifts; less unplanned downtime; supervisors freed from chasing workers.*
We help (which ICP)	*manufacturing operations in the Southeast*
achieve (which outcome)	*reduce unplanned downtime caused by labor gaps*
typically (which result we can prove)	*by 30 to 40 percent in the first six months, while keeping overtime costs in check.*

Element 5 · Core Story (before, bridge, after)

Before	*A manufacturer kept missing production goals — not from a lack of orders, but from open seats, overtime fatigue, and quality slips.*
Bridge	*Instead of sending resumes one opening at a time, we forecast needs, tightened screening, tracked performance, and adjusted as demand changed.*
After	*Fewer gaps, faster response, better*

	attendance, lower turnover — and supervisors running the operation instead of chasing workers.
Who tells it	*Everyone, the same way. It goes on the Foundation one-pager this week.*

Element 6 · Proof (the evidence behind the promise)

Our two strongest proof points	*1) 92% show-up rate, measured across the whole pool, methodology documented. 2) Cornerstone Foods: downtime down, attendance up, supervisors supervising again.*

Element 7 · Offer (what makes the right buyer raise a hand)

Primary offer	*Free 30-minute workforce cost analysis for plants running heavy overtime.*
Secondary offer	*Southeast light-industrial salary guide, updated quarterly; cost-of-vacancy calculator on the website.*

D · Quick Wins

Quick win 1 — asked a client why they buy	*Called Cornerstone's plant manager. His words: "You're the only vendor whose people actually show up on a Friday night shift." That line is going in the one-pager.*
Quick win 2 — the five-rep test	*Asked all six sellers our difference. Four different answers, two shrugs. Case closed on why messaging consistency scored a 2.*
Quick win 3 — claims audit	*Crossed out every claim on our site a competitor could also make. What survived: the three with numbers. The homepage rewrite list is now obvious.*

F · Done Check

☑ An ICP exists, specific enough that some prospects are OUT (we now say no to single-shift job shops under 150 heads)

☑ Positioning survives the "could a competitor say this?" test

☑ Three differentiators, each with a mechanism and a number

☑ A value proposition a client recognized as true (read it to Cornerstone — he nodded)

☑ One core story everyone tells the same way (on the one-pager)

☑ A primary and secondary offer, live on the website

Re-scored and carried to the Engine Scorecard: 3.4.

Module 5 — Website

Turn Attention Into Action

Module score: 2.6 · Underdeveloped

B · Assess — scored line by line

Element	Score	Biggest gap / note
Homepage clarity (5-second test)	**2**	*Header says 'Staffing Solutions That Work' — could be anyone*
Differentiation above the fold	**2**	*No numbers above the fold*
Proof visible without scrolling	**2**	*Reviews live only on Google*
Employer content depth	**3**	*Services listed; real questions unanswered*
Candidate experience	**3**	*Apply flow is 15 minutes, four screens*
Routing by visitor type	**3**	
Transparency content	**1**	*No pricing context, no process page*
Proof of life	**3**	*Jobs current; last blog post 14 months ago*
Multiple capture mechanisms	**3**	*Request-talent form plus phone; nothing early-stage*
Friction assessment	**3**	*Request form asks 11 fields*
Intent-calibrated offers	**2**	*One offer fits nobody browsing*
Follow-up process	**3**	*Whoever sees the email first*
Tracking configuration	**3**	*GA4 installed, conversions not defined*
Visitor identification	**2**	*None*

Turn the score into a plan

The phase with the most gaps	*Research. A buyer who wants to check us out finds a brochure, not answers.*
The one change with the most immediate impact	*Rewrite the homepage header to the clarity headline and put the 92% above the fold.*
The follow-up process to build or fix first	*Request-talent form: instant acknowledgment, recruiter call within one business hour, branch lead owns it, tested weekly.*
My Website average today	*2.6 — Underdeveloped. Carried forward.*

C · Build — the worksheets, filled

Builder 1 · Baseline the data

Monthly visitors	*3,800*
Top traffic source	*Organic search — mostly job-title queries, not employer queries*
Top entry (doorway) page	*A forklift-operator job posting*
Worst exit page	*The services page (61% leave from it)*
Form submissions per month	*9*
Bounce rate (staffing averages around 60%)	*61%*

Builder 2 · Win the first impression

Clarity headline	*Industrial staffing that cuts labor cost for Southeast manufacturers. (Not: 'Staffing Solutions That Work.')*
Proof we will show above the fold	*92% show-up · 88% vs 72% retention · a recruiter calls within one business hour*
Employer path label and its call to action	*Employers → Request talent (two fields, thirty seconds)*
Job-seeker path label and its call to action	*Job seekers → Find your next role (one-screen express apply)*

Builder 3 · Answer the questions buyers research

Buyer question 1	*How do I reduce second-shift no-shows? → the pre-start sequence article with our actual messages*
Buyer question 2	*What does light-industrial staffing cost in the Southeast? → pricing-context page with the range and its drivers*
Buyer question 3	*How hard is it to switch vendors? → the switching guide with the transition timeline*

Builder 4 · Calibrate the conversion paths

Early-stage offer (just exploring)	*Cost-of-vacancy calculator + the quarterly salary guide*
Mid-stage offer (comparing options)	*Free 30-minute workforce cost analysis*
Ready-to-act offer (wants to talk)	*Two-field request-talent form + click-to-call*
Ways to respond we will add	*Short form, click-to-call on mobile, direct calendar booking on the analysis page*

Builder 5 · Serve two audiences

Employer path: the proof we lead with	*Fill-rate and show-up metrics plus the client logo wall*
Candidate path: the biggest apply-process fix	*The 15-minute application becomes one-screen express apply*
One site or two? Our decision and why	*One site, hard routing at the top. Two sites is maintenance we won't sustain.*

Builder 6 · Define follow-up before anything goes live

Request-talent form	*Instant auto-acknowledgment → recruiter call within 1 business hour → owner: branch lead → tested weekly with a dummy submission*
Cost analysis booking	*Calendar-confirmed; AM prepares from the three intake fields*
Calculator / salary-guide downloads	*Enter nurture (monthly email); no sales call unless they ask — that's the deal we make on the page*

D · Quick Wins

Quick win 1 — five-second test	*Ran it on three people. Zero could say who we serve. One guessed 'IT recruiting?' The old header died that afternoon.*
Quick win 2 — form-fill test	*Submitted our own request-talent form on a Tuesday at 2pm. First human response: 9 hours. That number is now taped next to the 1-hour target.*

F · Done Check

☑ Homepage passes the five-second test (re-ran with two new people — both said 'industrial staffing, Southeast')

☑ Proof above the fold

☑ Three buyer questions answered publicly

☑ Three offers calibrated to intent

☑ Follow-up defined and owned for every capture point

☑ Baseline recorded so we can see movement (3,800 / 9 forms / 61%)

Re-scored and carried to the Engine Scorecard: 2.6.

Module 6 — Sales Enablement

A Systematic Process for Selling

Module score: 3.1 · Functional

B · Assess — scored line by line

Element	Score	Biggest gap / note
Cold-outreach campaign (12 to 16 steps)	**3**	*A 14-touch plan exists on paper; run ad hoc*
Voicemail scripts by step	**2**	*Reps wing it*
Email templates by step	**3**	*Half the steps have templates*
LinkedIn templates by step	**2**	
Direct mail integration	**2**	*Used once, no trigger*
Re-engagement sequence	**2**	*Nothing fires when a prospect stalls*
Past-client reactivation campaign	**1**	*Our biggest hole — 1,900 quiet contacts*
Placed-talent reconnection campaign	**1**	*Never tried; placed candidates become hiring managers*
Candidate experience sequences	**3**	
CRM with automation	**4**	*Platform is capable; we use a third of it*
Collateral library by audience and pain	**3**	*Exists in a shared drive nobody can navigate*
Intent and engagement alerts	**2**	
Video and video email	**1**	*Not started*
Proposal management system	**3**	
AI sales enablement	**2**	*Individual experiments only*
Onboarding for new reps	**2**	*Ride-alongs and good luck*
Meeting cadence	**4**	*Daily huddle sticks; monthly meet-up drifts*
Call and email coaching	**3**	
Objection-handling training	**3**	*Tribal knowledge, not written*

Turn the score into a plan

The process gap costing the most pipeline	*No re-engagement: prospects who stall just evaporate. Second: 1,900 past contacts hearing nothing.*
The tool a new rep needs most on day one	*The 14-touch campaign loaded in the CRM with templates per step.*
The training conversation not had yet	*Objection handling — writing down the top five answers instead of hoping reps absorb them.*
My Sales Enablement average today	*3.1 — Functional. Carried forward.*

C · Build — the worksheets, filled

Builder 1 · Tier your accounts

Tier 1 accounts and strategy	*Acme Foods (turnover spiking, three buyers — coordinated ABM play); Piedmont Container (expansion announced — analysis*

	offer to the ops director); Carolina Cold Chain (current client, two untouched sites — expansion play through our champion).
Tier 2 accounts	*Beta Logistics plus 14 good-fit plants with unclear timing — structured 14-touch sequence, then nurture.*
Tier 3 accounts	*The remaining ~120 possible-fit list — marketing-first, monthly email, quarterly check for triggers.*

Builder 2 · Build the IDM campaign

Audience and objective	*Former clients first: reconnect and reopen. Then cold tier-1 plant managers.*
Channels in the mix	*Calls, email, LinkedIn, one mailed piece at touch 6.*
Number of touches and over how long	*14 touches over 8 weeks, each tied to a ready asset.*
Who owns the sequence in the CRM	*Sales manager builds and owns it; reps execute the personal touches.*

Builder 3 · Standardize the first conversation

Opening	*Tie to their trigger: 'You've had three operator postings up for six weeks — that usually means the shift math has stopped working.'*
Top five discovery questions	*1) Which shift hurts most right now? 2) What's your no-show rate on it? 3) What does an open seat cost you per week — have you priced it? 4) What does your current vendor do when someone doesn't show? 5) Who besides you feels this pain — HR, plant GM?*
The next-step ask	*A workforce cost analysis, scheduled before the call ends.*
What advances the deal	*Analysis booked with a date = qualified. Analysis delivered + plant walk scheduled = proposal stage.*

Builder 4 · Audit the tool stack

CRM and automation	*Have — underused. Fix: load the campaign, turn on step reminders.*
Sales collateral	*Rebuild library by audience and pain; Cornerstone case study is priority one.*
Calculators	*Cost-of-vacancy calculator — live on the site, reps use it in calls.*
Drop-off and promo items	*The mailed piece at touch 6: a printed one-page 'cost of an open seat' card. Nothing else.*
Business intelligence and data	*State manufacturers directory + the association member list.*
Communication and engagement	*Add website intent alerts (pricing-page visits route to reps).*
Proposal software	*Keep current tool; add the day-3/7/14 follow-up sequence.*

AI sales enablement	*After the AI brief exists (Module 11): draft touches, summarize calls into CRM.*

Builder 5 · Training and coaching

New-rep milestones	*Day 30: shadow and learn the campaign. Day 60: run it with coaching. Day 90: run it solo and own a Tier 2 list.*
Top five objections and where responses live	*'We have a vendor list' / 'Your rate is higher' / 'We tried temps, they don't show' / 'Call me after peak season' / 'HR handles that' — answers written, in the collateral library, with proof attached.*
Coaching cadence	*One recorded call reviewed per rep per week, 20 minutes, sales manager.*

Builder 6 · Install the rhythm

Our KPIs	*Touches per rep, analyses booked, proposals with a next step, stage conversion, response time.*
Meeting cadence	*10-minute daily huddle; 30-minute weekly pipeline review; monthly win-loss.*
How win-loss feeds back	*Monthly review updates the objection sheet and the campaign templates — findings feed a monthly collateral update.*

D · Quick Wins

Pipeline review — what it surfaced	*Of 28 open opportunities, 11 had no defined next step and 6 hadn't been touched in 30+ days. The re-engagement gap isn't theoretical; it's a third of the pipeline. Fixed the six on the spot, built the stall-trigger into the CRM the same week.*

F · Done Check

☑ Accounts tiered with a strategy per tier

☑ The 14-touch IDM campaign built in the CRM with templates per step

☑ First-call framework written and used by all six sellers

☑ Collateral library reorganized by audience and pain

☑ New-rep 30/60/90 path documented

☑ KPIs and cadence running two weeks straight

Re-scored and carried to the Engine Scorecard: 3.1.

Module 7 — Buyer Enablement

Sell Before the First Call

Module score: 2.1 · Underdeveloped

B · Assess — scored line by line

Element	Score	Biggest gap / note
ClearlyRated or equivalent	**2**	*Not enrolled; Google only*
Google Business reviews	**3**	*23 reviews, 4.4 — mostly candidates, few clients*
Review response practice	**2**	*Sporadic*
Niche platform presence	**1**	
How we work explanation	**1**	*Nothing public*
Onboarding and timeline content	**1**	
Guarantee or service standard	**2**	*First-week guarantee exists — buried in contracts*
What we need from you	**1**	
Pricing context or range guide	**1**	*Zero pricing content; every competitor also at zero — open aisle*
Cost-of-vacancy or ROI calculator	**3**	*Building it on the site now*
How to evaluate a proposal	**1**	
Buying guide for your specialty	**1**	
Vendor comparison framework	**1**	
Case studies with specific outcomes	**2**	*Cornerstone story exists verbally; not written*
Industry-specific guides	**2**	*The salary guide, quarterly*
Salary or market benchmarking	**3**	
Webinars or video	**1**	
Vendor switching guide	**1**	
Transition process explanation	**1**	
Objection-handling content	**2**	*Lives in reps' heads*

Turn the score into a plan

The question buyers most ask that content could answer	*'What will this actually cost me?' — asked on nearly every first call.*
The biggest gap when a buyer searches us today	*They find jobs and a brochure. No process, no pricing, no proof. The vacuum gets filled by whoever answers.*
The one asset worth building this quarter	*The Working With Us page: process, timeline, guarantee, pricing context — one page, all of it.*
The client to ask this week	*Cornerstone's HR manager: what did you search before you first called us? (Answer, for the record: 'temp agency reviews Greenville' — reviews carried us.)*
My Buyer Enablement average today	*2.1 — Underdeveloped. Carried forward.*

C · Build — the worksheets, filled

Builder 1 · Inventory the buyer's questions

Top discovery questions	*How do I reduce no-shows? What does staffing cost per hour, really? Temp vs. temp-to-hire — which fits a production line?*
Top evaluation questions	*What's your show-up rate and how do you measure it? What's your guarantee? Who else like us do you serve?*
Top action questions and objections	*How hard is switching vendors? What do you need from us to start? What if the person doesn't work out?*

Builder 2 · Win discovery with how-to content

How-to topic 1 and its takeaway	*Cutting first-week no-shows: the three-touch pre-start sequence we use, with the actual messages.*
How-to topic 2 and its takeaway	*Pricing an open seat: how to compute your cost of vacancy (feeds the calculator).*
How-to topic 3 and its takeaway	*Second-shift coverage without burning out first shift: the pre-vetted pool approach.*

Builder 3 · Win evaluation with proof and transparency

Review platforms and our target count	*ClearlyRated enrollment this quarter; Google to 40 reviews with at least 15 from client contacts.*
The five process questions we will answer publicly	*How onboarding works (5 steps) · what it costs (range + drivers) · the guarantee · what we need from you · how we report attendance monthly.*
Our pricing-context approach	*Ranges with drivers, not exact rates: what moves a markup up or down. Honest beats vague.*

Builder 4 · Build comparison content

The comparison or buying-guide topic	*How to evaluate a light-industrial staffing firm — the eight questions that separate vendors, including ones where we're not the best answer.*
The trade-offs we will explain honestly	*Big national = breadth and price leverage; niche local = speed and stability. If you need 300 heads in five states, we're not your firm — and we say so.*
Format and where it will live	*Web guide + printable PDF; linked from the Working With Us page. Facts only, no competitor names, apples-to-apples.*

Builder 5 · Remove the last obstacle

Switching guide outline	*The transition timeline week by week · what we handle vs. what you handle · how continuity is protected (parallel run) · the one*

	low-friction next step.
Top five objections and where answers live	*The written objection sheet doubles as public FAQ content — same five, same honest answers.*
The low-friction next step	*The workforce cost analysis: 30 minutes, your numbers, no pitch. It's the ask everywhere.*

Builder 6 · Add self-service tools

The self-service tool we will build first	*Cost-of-vacancy calculator.*
What the buyer puts in, and gets out	*Role, wage, days open → the monthly cost of the empty seat, assumptions visible.*
Where it lives and what it captures	*On the site, no email wall for the number; a soft offer to help close the seat afterward. Email only if they want the analysis.*

D · Quick Wins

Quick win 1 — searched ourselves	*Googled 'Brogue staffing reviews' like a buyer. Page one: our jobs, a directory listing, one 3-star candidate review from 2023. That's our first impression. Review push started same day.*
Quick win 2 — asked a client	*Cornerstone's HR manager searched 'temp agency reviews Greenville' before calling. Reviews are our front door whether we like it or not.*

F · Done Check

☑ Buyer questions inventoried across all three stages

☑ Three how-to pieces planned with real takeaways

☑ Review program running (ClearlyRated enrolled, ask-flow after each placement month)

☑ Working With Us page live: process, timeline, guarantee, pricing context

☑ Switching guide drafted

☑ Cost-of-vacancy calculator live and linked from sales calls

Re-scored and carried to the Engine Scorecard: 2.1.

Module 8 — Market Attraction

Get Found by the Right People

Module score: 2.4 · Underdeveloped

B · Assess — scored line by line

Element	Score	Biggest gap / note
Organic search (SEO)	**3**	*Rank for job terms, invisible for employer terms*
AI-generated search (AIO/GEO)	**1**	*Asked ChatGPT for Greenville industrial staffing — we don't exist*
Website content depth	**2**	*Fixing in Modules 5 and 7*
Social presence	**2**	*Company page posts jobs; crickets*
YouTube	**1**	*A dormant channel with two videos from 2022*
Paid search (Google Ads)	**2**	*Ran ads once; couldn't tell if they worked (tracking!)*
Paid social (LinkedIn ads)	**1**	
Retargeting	**1**	
OPS: trade publications	**2**	*One article two years ago*
OPS: conference and event speaking	**2**	*Attend, never present*
OPS: podcasts and media	**1**	
Community and group management	**2**	
Industry association involvement	**4**	*Active members, strong relationships — undermonetized visibility*
Strategic partnerships and referrals	**4**	*Referrals are our #1 source, by accident not design*
LinkedIn personal content	**2**	*The owner posts occasionally; reps never*
LinkedIn company page	**3**	
Email content to prospect list	**2**	*Sporadic — becomes the Module 9 build*
Direct mail cadence	**2**	*One-offs, no trigger*

Turn the score into a plan

The layer with the most critical gaps	*Layer 1. When buyers look for what we do, they find competitors — or nobody. And AI answers don't know we exist.*
The channel most likely to reach our ICP	*The manufacturers' association — plant managers are literally in the room, and we're already members.*
The one investment worth making in the next 90 days	*Findability: the buyer-question content from Module 7, optimized for search AND AI answers.*
Where the last 10 inbound conversations actually came from	*6 referrals, 2 association contacts, 1 Google, 1 untraceable.*
My Market Attraction average today	*2.4 — Underdeveloped. Carried forward.*

C · Build — the worksheets, filled

Builder 1 · Start from what already works

Channels behind our best 20 conversations	*8 referrals, 5 from the owner's trade-press column contacts, 3 LinkedIn, 4 untraceable.*
The two or three that recur most	*Referrals and the association/column relationships.*
What we will deepen first	*Protect and feed both before spending a dollar anywhere new: referral thank-you loop, quarterly partner check-ins, keep the column.*

Builder 2 · Layer 1, be findable

Top buyer search questions we must own	*'Light industrial staffing Greenville/Charlotte' · 'how to reduce temp no-shows' · 'staffing agency cost manufacturing' · 'best staffing firm for second shift'*
Where we are absent in AI answers today	*Everywhere. Tested four buyer-style questions in two AI tools: zero mentions.*
The content we will build to close the gap	*The Module 7 buyer-question content is the same fix — specific, honest answers published where search and AI can find them. One build, two engines.*

Builder 3 · Layer 2, choose your owned channels

Channels we will keep (and why)	*LinkedIn — the owner's posts reach plant managers (the company page mostly reaches recruiters, audit says). Email to the prospect list.*
Channels we will shut down	*The dormant YouTube channel. Two videos from 2022 is worse proof-of-life than none.*
Our primary owned channel, and who owns it	*The owner on LinkedIn, twice a week, problems-first content. Marketing coordinator preps drafts; owner makes them his.*

Builder 4 · Layer 2, borrow other people's stages

Where our ICP already gathers	*The regional manufacturers' association: quarterly magazine, annual conference, plant-manager roundtables.*
The one OPS play we will pursue this quarter	*A bylined article on cutting first-week turnover — with our real data.*
Our angle	*The data is the story, not the firm. Teach the fix; let the byline do the selling.*

Builder 5 · Layer 3, stay visible between buying cycles

LinkedIn cadence (who posts, how often)	*Owner twice a week; each recruiter one industry-relevant post or share a week.*
Email-to-prospects cadence	*The monthly market-insight email (built properly in Module 9).*
Direct-mail touch and its trigger	*One mailed piece at touch 6 of the IDM*

	campaign — triggered by the sequence, not the calendar.

Builder 6 · The channel map

Layer 1	*SEO + AIO on buyer questions — owner: marketing coordinator — measure: employer-page traffic + AI-answer spot checks monthly.*
Layer 2	*Association OPS play + owner's LinkedIn — owner: the owner — measure: conversations sourced.*
Layer 3	*Monthly email + campaign direct mail — owner: marketing coordinator — measure: replies and reactivated contacts.*
Channels we will deliberately NOT play	*YouTube, paid social, podcasts, Twitter/X. Not because they can't work — because we can't do them well AND sustain the three above.*
The one investment worth making in the next 90 days	*Findability content. Everything else amplifies it.*

D · Quick Wins

Quick win 1 — source audit	*Traced the last 20 real conversations (above). Referrals and relationships carry us; the plan now feeds them on purpose.*
Quick win 2 — AI answers test	*Asked ChatGPT and one other tool the four buyer questions. Zero Brogue. Competitors show up via review sites. Woke the whole leadership team up.*
Quick win 3 — social audit	*Company page reaches recruiters, owner's posts reach plant managers. Decision: principal-led content, page stays current, YouTube retired.*
Quick win 4 — association inventory	*Listed every stage the association offers: magazine, conference, roundtables, newsletter. We've used none in two years of paid membership.*

F · Done Check

☑ Source audit done; proven channels protected and fed first

☑ Findability plan tied to real buyer questions (search + AI)

☑ Owned channels chosen — and two channels deliberately killed

☑ One OPS play in motion (article pitched to the association magazine)

☑ Between-cycles cadence set with owners

☑ Channel map on one page, with a NOT-playing list

Re-scored and carried to the Engine Scorecard: 2.4.

Module 9 — Nurturing

Stay Relevant Until They Are Ready

Module score: 1.8 · Critical

B · Assess — scored line by line

Element	Score	Biggest gap / note
Regular branded content	1	*Last send: 11 months ago*
Content quality standard	1	*No standard — which is why sends died*
List hygiene and segmentation	2	*One undifferentiated list of ~2,600*
New-contact welcome sequence	2	*A single 'thanks' email*
Expertise-establishing content	2	
Coordination with sales campaign	1	*Marketing and sales touch the same people blind*
Industry-specific content	2	*The salary guide — our one bright spot*
Re-engagement for gone-quiet	1	
Proof content during evaluation	2	
Risk-reduction content	1	*Module 7 is building it*
Regular value-add communication (clients)	2	*AMs call; nothing systematic*
Proactive market insights	2	
Expansion nurture	1	*Carolina Cold Chain has two sites we've never mentioned*
Reactivation sequence	1	*1,900 past contacts, zero touches*
Ongoing inclusion in nurture	1	
Trigger-based reactivation	1	

Turn the score into a plan

The stage most completely without a program	*Past clients. 1,900 contacts, many of whom liked us, hearing nothing for years.*
The stage with most immediate revenue impact	*Same one. A past client who reactivates skips the whole trust-building funnel.*
The format we can sustain for 24 months	*One monthly email. Not a newsletter with five sections — one useful insight, written like a note.*
Last branded content sent / will it repeat	*11 months ago; no. That changes with a locked monthly send date and content batched a quarter ahead.*
Ten past clients who received nothing in 12 months	*Listed from the CRM in ten minutes. Two had job postings up THIS WEEK. That stung — and made the case better than any chapter could.*
My Nurturing average today	*1.8 — Critical. Our lane. Carried forward.*

C · Build — the worksheets, filled

Builder 1 · Map the five stages

Stranger	*Goal: get found once with something useful → Mover: findability content + the calculator.*
Prospect	*Goal: stay relevant until timing shifts → Mover: the monthly insight email + an occasional client result.*
Active Buyer	*Goal: make choosing us feel safe → Mover: proof content, the switching guide, fast answers.*
Client	*Goal: deepen and expand → Mover: monthly attendance reporting + proactive market insights + expansion asks.*
Past Client	*Goal: reopen the door → Mover: value-first reactivation at 12 months quiet; trigger-based when a posting appears.*

Builder 2 · The branded content engine

The one format we can sustain	*A monthly email. One insight, 300 words, written like a note to a smart client.*
The single most useful insight we will lead with	*The three early signals that predict a light-industrial turnover spike.*
Who produces it and on what schedule	*Marketing coordinator drafts from the owner's talking points; owner approves; sends first Tuesday, every month, no exceptions.*

Builder 3 · The universal foundation

How we will clean and segment the list	*Four segments: prospects, active buyers, clients, past clients. Dedupe, verify, tag — one week of coordinator time.*
Our content quality standard	*Every send must teach one useful thing and could stand alone with no pitch. If it fails, it doesn't go.*
What everyone receives regardless of stage	*The monthly insight email. Stage sequences layer on top.*

Builder 4 · The priority sequence

The stage we are building first, and why	*Past clients — highest-impact gap, and the automation platform makes it sustainable.*
The sequence (touches, content, trigger)	*Three-touch, value-first, over six weeks: (1) the insight piece, (2) a relevant client result, (3) a personal note from the former account lead. Trigger: 12 months of no contact.*
The cadence and who owns it	*Automation fires 1–2; the AM owns touch 3 personally. Marketing coordinator owns the system.*

Builder 5 · Automation plus the human touch

What automation will carry	*The monthly email, the 30-day welcome (five touches, each teaching one thing), the 90-day re-engagement.*

Where a human touch is required	*Tier 1 accounts always; anyone who engages twice in a week; touch 3 of reactivation.*
The rule that keeps automation and reps coordinated	*Two opens of a proof email = rep note, automatically. A rep working an account pauses its sequences — CRM flag.*

Builder 6 · Connect to sales, keep it alive

The signal that hands a contact to a rep	*Two engagements in seven days, a pricing-page visit, or any reply.*
The owner and the guardrail	*Marketing coordinator owns it; content batched a quarter ahead so a busy month can't break the streak.*
Our quarterly check	*Read three months of sends as a subscriber: still useful? still stage-relevant? Kill what isn't.*

D · Quick Wins

My format, my first topic, my send date	*Monthly email · 'The three early signals of a turnover spike' · first Tuesday of next month. Drafted, approved, loaded. The streak starts there.*

F · Done Check

☑ Five stages mapped with a goal and mover each

☑ Content engine defined and the first issue written

☑ List cleaned into four segments

☑ Past-client reactivation sequence built and firing

☑ Automation/human split written and in the CRM

☑ Handoff signal live; guardrails set

Re-scored and carried to the Engine Scorecard: 1.8.

Module 10 — Automation

Make Consistency Possible at Scale

Module score: 2.9 · Underdeveloped

B · Assess — scored line by line

Element	Score	Biggest gap / note
New-contact welcome sequence	**2**	*One email, not a sequence*
Nurture follow-up	**2**	
Segmentation by relationship stage	**2**	*Building in Module 9*
Re-engagement trigger (90-day)	**1**	
Intent-based content delivery	**2**	
List hygiene automation	**2**	
Speed-to-response (web forms)	**3**	*Auto-ack yes; the human call averaged 9 hours*
CRM sequence step reminders	**3**	*Capable, not configured*
Email template loading by step	**3**	
Website intent alerts to sales	**2**	
High-engagement signal alerts	**2**	
Proposal follow-up sequence	**2**	*Manual, so it depends on memory*
Dormant opportunity re-engagement	**1**	*The 11-of-28 problem from Module 6*
Past-client reactivation trigger	**1**	
Sequence brief template exists	**4**	*Written this quarter*
Brand voice guidelines documented	**4**	*The voice one-pager*
Content review cadence	**3**	

Turn the score into a plan

The workflow costing the most pipeline	*Web leads waiting hours for a human, and stalled opportunities nobody re-touches.*
The highest-ROI automation to build in 30 days	*Speed-to-response on every form. The book is right — this one first.*
The sequence needing a content review	*The old 'thanks for reaching out' auto-reply reads like a fax machine wrote it. Rewritten with the what-happens-next promise.*
The Foundation element needed before new automation	*The voice one-pager travels with every sequence brief — done, Module 4.*
My Automation average today	*2.9 — Underdeveloped. Carried forward.*

C · Build — the worksheets, filled

Builder 1 · Map trigger to action

New contact enters database	*Welcome sequence fires; no human needed.*
Web form completed	*Instant acknowledgment + rep alert; call within one business hour.*
Key page visited (pricing, case study)	*Rep alert; rep personalizes the outreach.*

Proposal sent	*Follow-up drafts at day 3, 7, 14; rep reviews each before send.*
90 days pipeline inactivity	*Dormant re-engagement sequence + rep notification.*
12 months client silence	*Past-client reactivation (Module 9's sequence).*

Builder 2 · Speed-to-response

The forms and capture points covered	*Request-talent form, cost-analysis booking, calculator follow-up, contact form.*
The instant acknowledgment	*Named, human-sounding, with what-happens-next: 'A recruiter will call you within one business hour. Here's what we'll ask…'*
The rep alert and target human-response time	*Immediate alert to the on-call AM (rotating weekly); one business hour, tested weekly with a dummy submission.*

Builder 3 · Core marketing sequences

Welcome sequence	*Five touches over 30 days, each teaching one useful thing; last touch offers the cost analysis.*
90-day re-engagement	*Three-touch, value-first, at 90 days of silence.*
6-month past-client reactivation	*Two automated touches, then a personal note from the former account lead.*

Builder 4 · Sales sequences

CRM step reminders and templates	*The 14-touch campaign fully loaded: reminders fire per step, templates pre-loaded, reps edit not write.*
Proposal follow-up cadence	*Day 3, 7, 14 — drafts auto-generate, the rep reviews each. Fidelity automated; judgment not.*
Dormant-opportunity trigger	*90 days of inactivity → re-engagement sequence + the deal flagged in Friday review.*

Builder 5 · Route intent to a human

The intent signals worth a human response	*Pricing page twice in a day; case study + switching guide same visit; any reply to any sequence.*
Where the alert goes	*On-call AM, plus the account owner if one exists.*
What the rep does when it fires	*Reach out within the hour referencing the specific question that page raises — not 'just checking in.'*

Builder 6 · Govern the system

Content review cadence and owner	*Every sequence has an owner and an annual review date; quarterly spot-read by the*

	marketing coordinator.
Where brand-voice guidance lives	*The voice one-pager, attached to every sequence brief.*
How automation stays pointed at a real Foundation	*No sequence gets built without a completed sequence brief — the five questions, every time.*

D · Quick Wins

My sequence brief (the dormant re-engagement)	*WHO: opportunities stalled 90+ days. BELIEF: we're still the ones who fix downtime — no guilt trip. PROOF: Cornerstone result. VOICE: direct, warm, no 'just circling back.' NEXT STEP: a fresh 15-minute read on their shift math. Three touches over three weeks.*

F · Done Check

☑ Trigger map covers marketing and sales sides

☑ Speed-to-response live on all four capture points, tested weekly

☑ Three marketing sequences built and running

☑ Sales sequences loaded in the CRM

☑ Intent routing firing to the on-call AM

☑ Governance: owners, review dates, voice one-pager attached

Re-scored and carried to the Engine Scorecard: 2.9.

Module 11 — AI-Amplified Judgment

Make the Engine Smarter

Module score: Level 1 → building to Level 2 · Foundation gate: PASSED (Module 4 complete)

B · Assess — scored line by line

Element	Score	Biggest gap / note
Foundation check (the gate)	**PASS**	*ICP, positioning, differentiators, voice — documented in Module 4*
Level today	**Level 1**	*Individual assistance: two reps and the coordinator use AI tools personally, no shared brief, no standards*
Level in 90 days	**Level 2**	*Specialized support: shared brief, defined use cases, human review*

Turn the score into a plan

My AI integration level today	*Level 1 — Individual Assistance. Carried forward.*

C · Build — the worksheets, filled

Builder 1 · The AI brief

Context	*Brogue Industrial Staffing: light-industrial staffing, Southeast, mid-size manufacturers 200–1,000 employees. We sell workforce stability, not resumes. Buyers: plant managers, ops directors, HR managers.*
Audience	*Operations people under production pressure. They care about downtime, no-shows, and overtime — not staffing-industry jargon.*
Outcome	*Believe an open seat costs more than a better vendor; take the workforce cost analysis.*
Voice	*Direct, warm, confident, plain language. Never: synergy, world-class, cutting-edge, 'just checking in.'*
Standards	*Every claim needs a proof point. A human reviews anything client-facing before it sends.*

Builder 2 · Set the boundaries

Decisions AI may recommend	*Which accounts to prioritize; which content topics to write; send-time optimization.*
Decisions AI may make within limits	*Draft and schedule nurture emails inside an approved template and sequence.*
Decisions that must stay human	*Rate changes, candidate rejections, anything legal, anything touching an employee.*
Company knowledge AI may use / off-limits	*May use: public content, the Foundation one-*

	pager, anonymized results. Off-limits: client contracts, rates, candidate PII, payroll.

Builder 3 · First workflows

The engine component where AI helps most now	*Market Attraction: drafting the buyer-question content — long-form answers we edit for voice and facts.*
The repetitive workflow saving the most time	*Call summaries into the CRM — reps talk, AI structures, rep confirms.*
Why the Foundation under each is solid	*Both have clear inputs and a documented voice; the briefs practically write themselves.*

Builder 4 · Assistance vs. agentic

Where AI assists (human-led) today	*Content drafts, call summaries, campaign touch drafts, account research.*
Where AI could act with bounded autonomy	*Sending the standard welcome sequence on its own.*
The rule for graduating a task	*It has run cleanly under human review for 30 days.*

Builder 5 · Operating rhythm

When we review AI output and refine briefs	*Monthly: a sample of output against the brief.*
When we review governance and boundaries	*Quarterly, with the off-limits data list.*
Who owns the rhythm	*Marketing coordinator owns cadence; the owner reviews boundaries.*

Builder 6 · The 90-day plan

Component with most immediate AI impact	*Market Attraction content.*
Workflow saving most time	*CRM call summaries.*
Decision AI could recommend but not make	*Account prioritization.*
Decision that must remain human	*Anything involving rates, rejections, or people's jobs.*
Foundation element to document before briefing AI	*Done — the voice one-pager and Foundation sheet.*
Person responsible for the brief template	*Marketing coordinator.*
The 30-day milestone	*Ten buyer-question drafts produced with the brief, edited and published, each in under an hour of human time.*

D · Quick Wins

My three highest-value AI uses	*1) Buyer-question content drafts. 2) Call summaries into CRM. 3) Turning one insight into channel-specific versions (email, LinkedIn, sales talking points).*
My first brief	*Written (Builder 1) and stapled to the sequence brief from Module 10. Same brief, every tool.*

F · Done Check

☑ One reusable AI brief exists, filled, with an owner
☑ Boundaries sorted into three buckets and written down
☑ Two starting workflows chosen with solid Foundations under them
☑ Assistance/agentic line drawn with a graduation rule
☑ Review rhythm on the calendar
☑ 90-day plan complete, milestone set

Re-scored and carried to the Engine Scorecard: Level 1 → building to Level 2.

Module 12 — Run the Loop

Target, Reach, Engage, Convert, Repeat

Module score: 2.3 · Underdeveloped

B · Assess — scored line by line

Element	Score	Biggest gap / note
Strategic targeting	**3**	*The Q3 thesis is our first-ever written one*
Systematic outreach	**2**	*Campaign exists; 'useful weekly reason' is new muscle*
Multi-channel engagement	**2**	*Channels say different things in the same week*
Optimized conversion	**2**	*11 of 28 opps had no next step — fixed, watching*
Long-term perspective	**3**	*We quit tactics at week 6 historically; the thesis is the antidote*
Daily sales huddle	**4**	*Solid for a year*
Weekly marketing sprint	**2**	*New*
Monthly sales and marketing meet-up	**2**	*Existed, drifted, restarting with a required decision*
Monthly learning meeting	**1**	*Never had one*
Quarterly strategic reset	**2**	*First one scheduled*
Shared visibility	**2**	
Decisions, not explanations	**2**	*Meetings have been status theater*

Turn the score into a plan

My Run-the-Loop average today	*2.3 — Underdeveloped. Carried forward.*

C · Build — the worksheets, filled

Worksheet 1 · Quarterly thesis

Target segment	*Food & beverage manufacturers, 200–1,000 employees, within 90 minutes of Greenville.*
Account list or source	*Tier-1 list plus the state manufacturers directory.*
Buyer roles we are targeting	*Plant manager, HR manager, operations director.*
Why this audience now (the market thesis)	*Two plant expansions announced locally and peak-season absenteeism ahead: Q3 downtime is hiring-driven, and plants that pre-build a vetted second-shift pool avoid it.*
Primary pain or problem	*Second-shift no-shows causing unplanned downtime.*
Offers and conversion paths	*Free workforce cost analysis (primary); cost-of-vacancy calculator (secondary).*
Sales enablement campaign	*The 14-touch IDM campaign from Module 6.*
Buyer enablement content needed	*Publish the show-up-rate methodology page.*
Market attraction efforts	*Recruiter-led LinkedIn posts plus one manufacturing-association article.*

What needs to be automated	*Speed-to-response on every web form.*

Worksheet 2 · Weekly outreach plan (week one)

Primary weekly theme	*The second-shift no-show problem.*
Useful reason to reach out (specific)	*A new client story: Cornerstone Foods cut downtime with a pre-vetted second-shift pool.*
Sales touchpoints planned	*40 calls and 25 personalized LinkedIn notes to tier-1 plant managers.*
Marketing touchpoints planned	*One email to 400 plant contacts; one LinkedIn post per recruiter.*
Content or proof asset available	*The Cornerstone Foods case study.*
Primary call to action	*Book a free workforce cost analysis.*
Secondary call to action	*Try the cost-of-vacancy calculator.*
Follow-up sequence in place?	*Yes — five touches over two weeks.*

Worksheet 3 · Monthly channel coordination

Sales calls	*Role: open doors · Angle: your open seats are costing you the expansion · Asset: case study · Owner: sales manager · CTA: cost analysis*
Email	*Role: air cover · Angle: the three turnover signals · Asset: insight email · Owner: coordinator · CTA: calculator*
LinkedIn	*Role: credibility · Angle: same story, owner's voice · Asset: post series · Owner: the owner · CTA: profile → site*
Direct mail	*Role: pattern interrupt at touch 6 · Asset: open-seat cost card · Owner: coordinator*
Website / landing	*Role: convert · Asset: analysis booking page · Owner: coordinator · CTA: book it*
Paid / retargeting	*Not this quarter — deliberately.*
Newsletter / nurture	*Role: stay warm · monthly insight email · Owner: coordinator*
Events / OPS	*Role: authority · association article · Owner: the owner*

Worksheet 4 · Conversion-path review

Where are we sending people?	*The workforce-cost-analysis booking page.*
What action do we want?	*Book the analysis.*
Low-friction action available?	*Yes — the calculator, no email wall.*
High-intent action available?	*Yes — direct calendar booking and click-to-call.*
Who gets notified on conversion?	*On-call AM immediately; account owner if one exists.*
What happens immediately after?	*Instant acknowledgment with what-happens-next; human call within one business hour.*

Worksheet 5 · Friday feedback loop (week three)

What did prospects respond to?	*The Cornerstone case study — four replies.*
What did they ignore?	*The webinar invite.*

What objections surfaced?	*'We already have a vendor list.'*
Which buyer roles engaged?	*HR managers more than plant managers.*
Which accounts showed intent?	*Three revisited the pricing page.*
Which content did sales need but not have?	*A one-page temp-to-hire vs. direct-hire comparison.*
Where did follow-up break down?	*Tuesday's web leads waited nine hours.*
What changes next week?	*Route web leads to the on-call AM; lead with risk, not cost.*

Worksheet 6 · Monthly meet-up output

Best-performing target segment	*Food & bev plants 300–700 heads.*
Weakest-performing segment	*Distribution centers — wrong pain this season; pausing outreach to them.*
Best-performing message or theme	*Second-shift no-shows (risk framing beat cost framing 3:1 on replies).*
Best-performing channel	*Sales calls warmed by the email.*
Strongest conversion path	*Case study → analysis booking.*
Biggest leak in the funnel	*First call → proposal (Module 13 confirms).*
Content or tool to build next month	*The temp-to-hire vs. direct-hire one-pager.*
Process to fix next month	*Web-lead routing — done mid-month, verifying it held.*
One decision this meeting must produce	*Pause distribution-center outreach until Q4; double down on food & bev. Decided.*

D · Quick Wins

The Friday loop review — four weeks in	*Week 1 answers were mush. Week 4: crisp, and the meeting produced a decision in 25 minutes. The book was right about the fourth Friday.*

F · Done Check

☑ A quarterly thesis exists and guides the weekly plan

☑ Each week has one theme and a specific useful reason

☑ Channels coordinated around one message, with owners

☑ Every touch has a defined next step before it goes out

☑ The Friday review produces a decision

☑ The monthly meet-up produced one real decision

☑ The cadence held for a full month, including a busy one

Re-scored and carried to the Engine Scorecard: 2.3.

Module 13 — Measure and Improve

Budget, Track, Learn, Fix

Module score: 2.6 · Underdeveloped

B · Assess — scored line by line

Element	Score	Biggest gap / note
Budget set by goal	**3**	*First goal-based budget just built (below)*
The one number	**2**	*Leadership watched revenue only — a lagging story*
Analytics in use	**2**	*Collected, rarely opened*
Visibility: website visitors	**3**	
Engagement: engaged accounts	**2**	*Never counted before this quarter*
Conversion: opportunities	**3**	
Pipeline by stage	**3**	*Tracked; not reviewed weekly until now*
Revenue	**4**	
Decision rules	**1**	*Numbers without rules were trivia*
Leak finding	**2**	
The learning loop	**2**	*Starting this month*

Turn the score into a plan

My Measure-and-Improve average today	*2.6 — Underdeveloped. Carried forward.*

C · Build — the worksheets, filled

Worksheet 1 · Budget reality check

Growth goal (total gross margin growth)	*$400,000 in new gross margin this year.*
New clients needed	*Six, at roughly $50,000 margin each.*
Current-client expansion targeted	*$100,000 — starting with Carolina Cold Chain's two untouched sites.*
Maximum marketing investment	*$120,000 — about 30% of the incremental margin it should produce (a 3.3x floor).*
Quarterly engine priorities: build, run, improve	*Build: IDM campaign + buyer content. Run: nurture engine + the loop. Improve: website conversion.*
The one investment that would most improve results	*Marketing automation with speed-to-response.*

Worksheet 2 · Five numbers on the scorecard (June)

Website visitors (visibility)	*3,800 · last month 3,650 · threshold: below 3,400*
Marketing-sourced or influenced opportunities	*9 · last month 7 · threshold: below 6*
Engaged target accounts	*62 · last month 55 · threshold: below 50*
Pipeline counts by stage	*28 open, 8 in proposal · threshold: below 20 open*
New and expansion revenue (prior quarter)	*$310,000 · threshold: below $250,000*

Worksheet 3 · Decision rules

Website visitors drops below threshold	*Two consecutive months below 3,400 → audit top ten organic pages + posting cadence within one week. Owner: coordinator. Third month down → meet-up decides SEO fix vs. paid bridge.*
Opportunities miss target	*Below 6 in a month → source audit within a week: which channel dried up. Owner: sales manager.*
Engaged accounts drops below threshold	*Below 50 → review the weekly 'useful reason' quality; is the theme stale? Owner: coordinator + sales manager together.*
Pipeline advancing too slowly	*Any deal 30 days without a next step → dormant sequence + named in Friday review. Owner: sales manager.*
Revenue falls below target	*Below $250K/quarter → the meet-up becomes a leak-finding session before any spending changes. Owner: the owner.*

Worksheet 4 · Leak finder (June)

Marketing process (campaign to lead)	*Working — email replies healthy.*
Sales process (outreach to close)	*LEAK: 22 first calls in 60 days produced four proposals. No defined next step at the end of the first call.*
Employer conversion (lead to meeting)	*Improved since the 1-hour response went in.*
Trust (buyer confidence or proof)	*Improving as Module 7 content ships.*
The biggest leak, closest to revenue	*First call → proposal.*
The one fix to make this month	*The first-call framework from Module 6 plus the five-touch follow-up. Owner: sales manager. Re-check: 30 days.*

Worksheet 5 · Monthly learning loop

What worked?	*Risk framing; case-study touches; the 1-hour response promise (two prospects mentioned it).*
What did not?	*The webinar invite; distribution-center outreach.*
What did sales hear that marketing needs to know?	*'We have a vendor list' is the top objection — needs a content answer, not just a rebuttal.*
What did marketing see that sales needs to know?	*Three accounts hit the pricing page twice; two of them aren't being called.*
What should we stop?	*The webinar experiment; DC outreach until Q4.*
What should we do more of?	*Client-story touches; owner's LinkedIn posts (best organic reach we have).*
What should we test next month?	*The switching guide as a campaign asset for vendor-list objectors.*

D · Quick Wins

Our starting sentence	*'Last quarter we invested $28,000 in the engine and it produced 27 opportunities, 5 new clients, and $310,000 in gross margin.' First time we've ever been able to say a sentence like that.*
The metric we are removing, and what replaces it	*Removing: social impressions (vanity, decided nothing). Replacing with: engaged target accounts.*

F · Done Check

☑ Budget tied to a growth goal, not last year's habit

☑ Five numbers on one scorecard, each with a threshold

☑ A decision rule written for every number

☑ This month's biggest leak found and the fix assigned

☑ The monthly learning loop held — and produced stop/start/test decisions

Re-scored and carried to the Engine Scorecard: 2.6.

Module 14 — Your 90-Day Plan

One Thing, Then the Next

Module score: 2.5 overall · Underdeveloped — and moving

B · Assess — scored line by line

Element	Score	Biggest gap / note
Foundation (Module 4)	**3.4**	
Website (Module 5)	**2.6**	
Sales Enablement (Module 6)	**3.1**	
Buyer Enablement (Module 7)	**2.1**	
Market Attraction (Module 8)	**2.4**	
Nurturing (Module 9)	**1.8**	*Lowest — our lane*
Automation (Module 10)	**2.9**	
AI-Amplified Judgment (Module 11)	**2.0**	*Level 1, building to 2*
Run the Loop (Module 12)	**2.3**	
Measure and Improve (Module 13)	**2.6**	
Overall engine readiness (average)	**2.5**	*Underdeveloped: pieces exist, the work is connecting them*

Turn the score into a plan

Simple assessment — the gap analysis	*Exists-and-working: Foundation, mostly. Exists-but-inconsistent: website, sales process, automation. Barely exists: buyer enablement, nurturing, AI. The one item that would most improve results in 90 days: a nurture engine over our 1,900 quiet contacts.*

C · Build — the worksheets, filled

Builder 1 · The two universal first steps

Step 1: Refresh the Foundation (date and owner)	*Thursday this week, 8 a.m.–noon, the owner + both branch leads. Invites sent.*
Step 2: Website CRO review (date and owner)	*Next Wednesday, marketing coordinator + the owner; fix list due Friday.*

Builder 2 · Choose your lane

Our lowest-scoring lane from the scorecard	*Nurturing, 1.8 (Buyer Enablement 2.1 close behind).*
The starting option we chose (1, 2, or 3)	*Option 3: Nurturing — the always-on path. 1,900 past contacts and former clients have gone quiet, and the automation platform we budgeted makes the sends sustainable.*
The one component we will build this quarter	*The nurture engine: monthly email, welcome sequence, past-client reactivation.*
Why it matters most right now	*It's the cheapest pipeline we own, and two past clients had postings up this week that we*

	learned about by accident.

Builder 3 · Sequence the 90 days

Days 1–30: Build	*Foundation one-pager; two worst CRO barriers fixed; list segmented into four stages; newsletter format locked; welcome + reactivation sequences drafted. Milestone: first branded send shipped.*
Days 31–60: Manage	*Monthly send on schedule; Friday loop running; 90-day re-engagement live; reactivation wave one out. Milestone: two sends out, replies tracked.*
Days 61–90: Implement, learn, improve	*Read the reply data; drop the weakest topic; launch past-client win-back wave two. Milestone: three reactivated conversations, one requalified opportunity.*

Builder 4 · The component checklist (this quarter only)

Foundation	*☑ One-page positioning + differentiators (done at the Thursday session). Everything else: later cycles.*
Website Optimization	*☑ Five-second test ☑ CRO audit ☑ Fix the two worst barriers. Full rebuild: next cycle.*
Sales Enablement	*☑ 14-touch campaign in the CRM ☑ first-call framework. Templates polish: ongoing.*
Buyer Enablement	*☑ Working With Us page ☑ review push. Full curriculum: next quarter (it's the runner-up lane).*
Market Attraction	*☑ Association article ☑ owner's LinkedIn cadence. Paid: deliberately not this year.*
Nurturing (THE LANE)	*☑ All of it: segments, monthly email, welcome, reactivation, guardrails.*
Automation	*☑ Speed-to-response ☑ the three marketing sequences ☑ dormant trigger.*
AI	*☑ The brief ☑ two starting workflows. Agentic anything: after 30 clean days.*

Builder 5 · Keep it running

Our operating cadence	*Daily huddle · weekly sprint · Friday loop · monthly meet-up with one required decision · quarterly reset.*
The one number we report and act on	*Marketing-sourced opportunities per month (threshold 6).*
Who owns the loop and the plan	*The owner owns the loop; the marketing coordinator owns the plan's calendar; the sales manager owns pipeline discipline.*

D · Quick Wins

What I am going to do this week	*Block Thursday, 8 a.m. to noon, for the*

	Foundation refresh with both office leads. The calendar invites go out today.

F · Done Check

☑ Whole-engine scorecard filled: 2.5 overall

☑ Two universal first steps scheduled with owners

☑ One lane chosen (Option 3, Nurturing) — not all of them

☑ 90 days sequenced in three phases with milestones

☑ Component checklist scoped to this quarter only

☑ Cadence, one number, and owners set

☑ The One Thing is on the calendar

Re-scored and carried to the Engine Scorecard: 2.5 overall.

What Brogue Does Next

Day 90: re-run the whole-engine scorecard, pick the next lane (Buyer Enablement is the runner-up), and plan the next 90. The engine is never finished. It compounds.

Now write yours.

Every tool referenced in these pages lives at growthenginebook.com/workbook — the address printed in your copy of the book.