SALES MOTION TEARDOWN

Prepared for Jake, founder of Scale Lab (an $8K ecom-growth program). Based on two numbers you gave us and the patterns we see across high-ticket offers hiring closers. Read time: 6 minutes. Nothing here requires a call.

What you told us	What we assumed (industry norms, replace with your real data)
Ticket: $8,000	No-show rate without a confirmation sequence: 36%
Booked calls: ~90 / month	Close rate on held calls: 25%
Hiring: 2 remote closers	Post-call non-closes who get a real follow-up today: ~0%
CRM: GoHighLevel (assumed)	Aged pipeline (last 6 months of non-closes): ~240 people

THE HEADLINE LEAK

~$20,000 / month

That's the conservative estimate of revenue you're losing to people who **already booked a call** and never showed. 90 booked, ~32 no-shows at 36%, zero recovery today. A confirmation plus no-show recovery system revives roughly a third of them: ~10 extra held calls, ~2.5 extra closes, ~$20K. It is the cheapest money in your business and it's leak one of six.

THE SIX LEAKS, SCORED

#	Leak	Monthly cost (est.)	Severity	Fix effort
1	No-show: no confirmation or recovery sequence	~$20,000	Critical	Low
2	Post-call: "let me think about it" has no system behind it	~$16,000 to $24,000	Critical	Low
3	Speed-to-lead: applications wait hours before booking	~$19,000 to $28,000	High	Medium
4	Dead pipeline: 6 months of non-closes never re-contacted	~$40,000 to $56,000 one-time	High	Low
5	Closer onboarding: no playbook, week one is improvisation	Slow ramp, 4 to 8 weeks of sub-par closes	High	Medium
6	Pipeline hygiene: no stage discipline, no forecast	Invisible until it's expensive	Medium	Low

Costs are not additive (fixing one changes the others) and they're estimates built from the assumptions above. Swap in your real numbers and the ranking usually holds; the magnitudes move.

LEAK BY LEAK

LEAK 1 of 6 | No-show recovery | Severity: Critical

What's happening: A booked call is treated as a done deal. No confirmation touch at 24h and 1h, no reschedule path when they miss, and the no-show becomes a dead lead the same afternoon.

What it's costing (your numbers): ~32 no-shows a month. A third are recoverable with a system (that's the industry's boring, reliable number): ~10 held calls, ~2.5 closes at 25%, **~$20,000 / month**.

The fix: A 5-touch confirmation sequence (booking, 24h, 1h, 10-min, missed) with one-click reschedule, then a 3-day no-show recovery track: text at +15 min, email at +2h with a reschedule link, text next morning, final value-touch day 3.

What we install: All five confirmation touches and the recovery track as CRM automations, triggered off the calendar event, written in your voice, with the reschedule link wired. Zero closer effort.

LEAK 2 of 6 | Post-call follow-up | Severity: Critical

What's happening: Roughly 40 held calls a month don't close on the call. The prospect says "let me think about it" and gets whatever the closer remembers to send. Usually nothing with a date on it.

What it's costing (your numbers): A post-call system typically converts an extra 5 to 8% of non-closes within 14 days: 2 to 3 deals, **~$16,000 to $24,000 / month**.

The fix: A 6-touch, 14-day post-call track where every message delivers something new (recap with their words, a relevant proof point, the answer to the objection they raised, a deadline that's real), and every touch ends with a date.

What we install: Six templated sequences keyed to the five most common exit reasons, triggered by the closer tagging the call outcome. Closer does one click; the system does the follow-up.

LEAK 3 of 6 | Speed-to-lead | Severity: High

What's happening: Applications land, a setter or the founder gets to them when they get to them. Hours pass. The prospect applied to three programs that afternoon and books with whoever texted first.

What it's costing (your numbers): If ~150 applications produce your 90 booked calls, a 60% booking rate, tightening first-touch to under 5 minutes typically lifts booking rates 10 to 15 points: 15 to 22 more booked calls, **~$19,000 to $28,000 / month** at your show and close rates.

The fix: Instant application response (text plus email in under 60 seconds), a booking link in the first message, and a 48-hour unbooked-application chase with four touches.

What we install: The instant-response automation and the 48-hour chase, triggered on form submission. Works at 2am, which is when half your applications arrive.

LEAK 4 of 6 | Dead pipeline reactivation | Severity: High

What's happening: Six months of non-closes sit in the CRM untouched. Circumstances changed for a lot of them: budget freed up, the thing they tried instead failed, timing is right now.

What it's costing (your numbers): ~240 aged non-closes. A clean 3-week reactivation campaign closes 2 to 3% of a list like that: 5 to 7 deals, **~$40,000 to $56,000 one-time**, and it's repeatable every quarter.

The fix: A 5-touch reactivation campaign built around a genuine reason to reopen (a new result, a change to the offer, a deadline), segmented by original exit reason, routed straight to a booking link.

What we install: The campaign, the segmentation, and the booking routing, loaded and scheduled. We run the first one with you so the quarterly rerun is one button.

LEAK 5 of 6 | Closer onboarding | Severity: High

What's happening: The two closers you're hiring will arrive to no written playbook. Week one is listening to a few recordings and winging it. Their first 30 to 50 calls underperform while they reverse-engineer what your best rep does by instinct.

What it's costing (your numbers): Hard to price exactly; easy to see. A closer at 15% instead of 25% for their first 40 calls is 4 lost deals, **~$32,000**, per closer, in month one alone.

The fix: A playbook that fits on a wall: the call structure, the discovery questions that matter, the 25 objections and how we answer them, the outcome tags, and the follow-up rules. Readable in an hour, usable on day one.

What we install: The written playbook plus a 10-call ramp checklist, built from your top rep's recordings so it sounds like your offer, not a generic script.

LEAK 6 of 6 | Pipeline hygiene and forecast | Severity: Medium

What's happening: Stages mean different things to different people, next-step dates are optional, and the founder finds out about a soft month on the last day of it.

What it's costing (your numbers): Invisible until it isn't. The cost shows up as decisions made late: hiring too soon, ad spend held when it should scale, a dying rep noticed in week six.

The fix: Seven stages with entry rules, a mandatory next-step date, and a weekly 15-minute pipeline review with four numbers: booked, held, closed, cash collected.

What we install: The stage structure and the required fields configured in the CRM, plus the one-page review agenda. Boring, and the thing that makes every other leak measurable.

WHAT AN INSTALL LOOKS LIKE

We don't send you this document and wish you luck. We build it into your stack, async, in 72 hours. You never sit through a call with us.

When	What happens	What we need from you
Day 0	You pay, land on a 15-question intake, upload 2 or 3 call recordings.	10 minutes. CRM login or a seat for us.
Day 1	We write every sequence, script, and playbook page in your voice, matched to your offer and your closers' real language.	Nothing.
Day 2	We wire it in: automations, triggers, tags, booking links, stages. Then we test every path with dummy leads.	Nothing.
Day 3	Written walkthrough for your closers (no Loom required), go live, 14-day check-in scheduled by message.	20 minutes to read, one async revision round if you want changes.

THE OFFER

Package	What it covers	Price
Objection Bank	Leak 5's objection section on its own: 25+ objections for your offer with rebuttal frameworks. 48h.	$497
Follow-Up Engine (install)	Leaks 1, 2, and 4 built and wired into your CRM. 72h.	$1,500 founding / $2,500 list
Complete Sales System (install)	All six leaks: every sequence, the playbook, the pipeline structure, installed and tested. 5 days.	$3,500 founding / $5,000 list
Run It For You (monthly)	We own the follow-up ops: weekly pipeline review, sequence tuning, quarterly reactivation, closer QA. Cancel anytime.	$750 / month

THE GUARANTEE

If your team isn't actively running the system within 14 days of go-live, you get every dollar back. No fine print. Founding pricing is for our first three installed clients and ends when the third one signs.

HOW TO START

- Reply to the DM with the package you want, or use the payment link on **closerarsenal.com**.
- Payment drops you into the intake form. Ten minutes, and the clock starts.
- Have a question first? Ask it in the DM. We answer in writing, usually within the hour. We don't do sales calls, on either side.

Closer Arsenal builds and installs sales infrastructure for high-ticket offers. Built by an operator who ran business development at a Lightspeed-backed AI company and closed $60K+ tickets. We don't show our face and we don't get on calls; the work is the pitch.