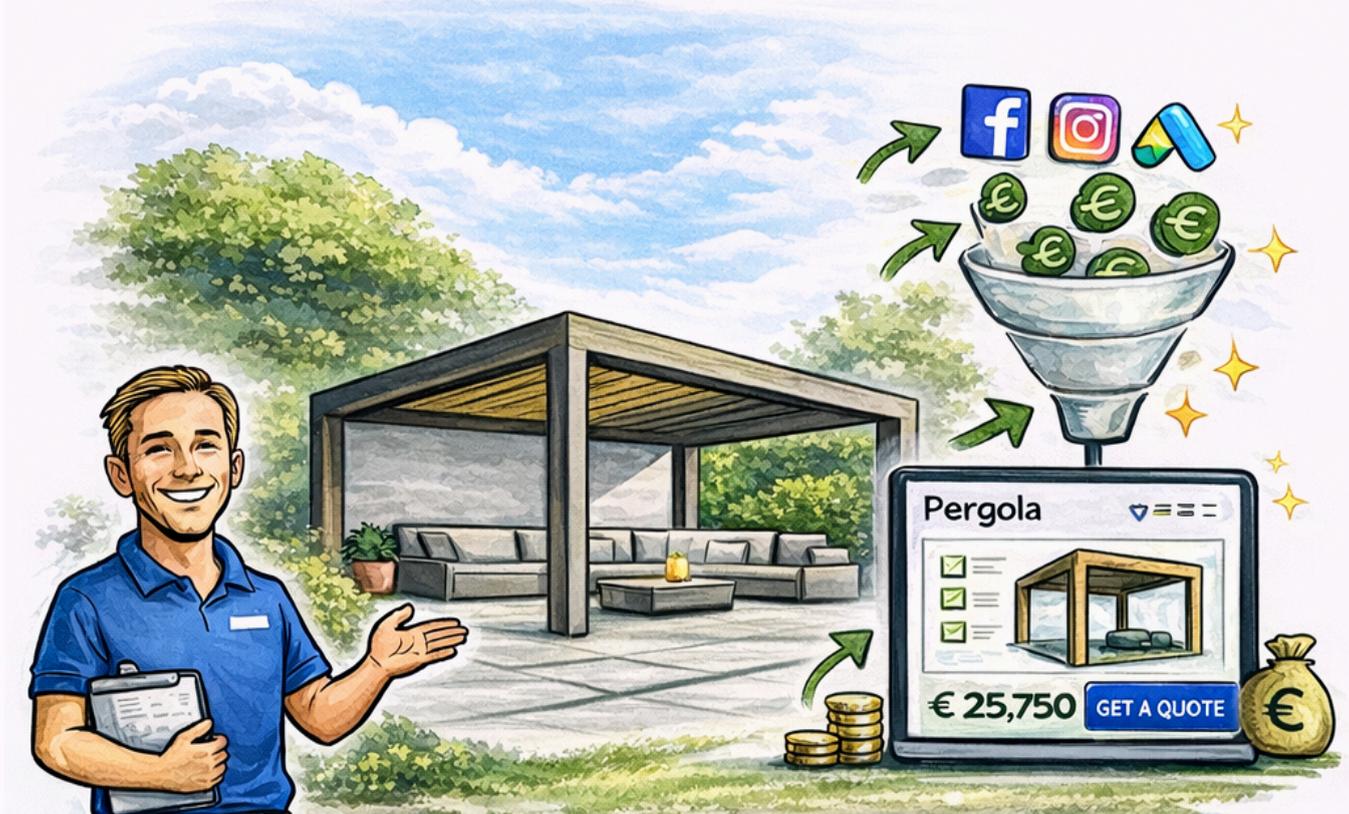


The 6-Step Visual Sales System™

That's Helping Outdoor Living Businesses

Scale To €1M+/Year

The proven system that generates
100-300+ high quality leads each month



The illustration depicts a sales process. On the left, a smiling salesperson in a blue polo shirt and jeans holds a clipboard. In the center, a modern pergola with a grey sofa and coffee table is shown in a garden setting. To the right, a laptop displays a product listing for a 'Pergola' with a price of €25,750 and a 'GET A QUOTE' button. Above the laptop, a funnel is shown with social media icons (Facebook, Instagram, YouTube) and green arrows pointing into it, with several green Euro coins falling into the funnel. A stack of gold coins and a money bag are also visible near the laptop.

“We installed the SalesSqueeze 6 Step system and two months later we had **200+** leads coming in every month and our sales tripled. We closed **£93k** in new projects. It's really working!”

– Mathew Spolding, MD, Spolding & Sons 🇬🇧



 salessqueeze

Dear Business Owner,

Most outdoor living businesses have a demand + speed + conversion problem.

High-quality lead generation feels impossible.

Leads come in but get wasted.

Quotes take days so buyers move on.

Follow-up is random so deals die quietly.

This guide fixes that. It's the exact 6-Step Visual Sales System™ we've installed with 150+ outdoor living businesses across 28 countries.

It works for pergolas, garden rooms, awnings, verandas, carports or any other configurable product.

I wrote it like a picture book. Because nobody needs another marketing ebook that collects dust. Let's build you a system that makes money even when you're busy building.

Leon Panjtar

CEO, SaleSqueeze

The 3 Business Levels

Every outdoor living business sits in one of these three levels.

LEVEL 1	LEVEL 2	LEVEL 3
"Survival Mode"	"The Busy Trap"	Systematic Growth
<p>€ REVENUE \$ < €250K/year</p> <p>TEAM</p> <p>LEADS 10-30/month (referrals)</p> <p>? CLOSE RATE</p> <p>CLOCK TIME PER QUOTE</p> <p>\$ PROFIT 5-15%</p>	<p>€ REVENUE \$ €250K~1M/year</p> <p>2-8 people</p> <p>LEADS 25-120/month</p> <p>3-5%</p> <p>CLOCK 45-90 minutes</p> <p>\$ Decent but inconsistent</p>	<p>€ REVENUE \$ €1M+ /year</p> <p>Clear roles</p> <p>LEADS 100-300+ /month</p> <p>✓ Close rate 10%+</p> <p>CLOCK Automated</p> <p>\$ Stable and growing</p>
! PROBLEM:	! PROBLEM:	THE DIFFERENCE ✓
<ul style="list-style-type: none"> No consistent way to get new projects. Work comes from referrals and word of mouth... until it dries up. You can't scale what you can't predict. 	<ul style="list-style-type: none"> You're too slow. Quotes take days, follow-up is inconsistent, buyers lose momentum. You paid for the lead, had the conversation, did the site visit... but didn't move fast enough. 	<ul style="list-style-type: none"> You're no longer involved in every sale. The system handles it. Customers arrive informed. They've seen the product, explored optioning, understood pricing. They've net. just looking - they're deciding.
! PROBLEM:		✓ PROBLEM
		<ul style="list-style-type: none"> Capacity and delivery. (That's a good problem.)



LEVEL 1 Outdoor Living Business

"Survival Mode"

€ REVENUE	< € 250K/year
👷 TEAM	1 Owner + 0-2 installers (part-time)
📞 LEADS/MONTH	10-30 (mostly referrals)
? CLOSE RATE	Unknown (not tracked)
🕒 TIME PER QUOTE	60-120 minutes
💰 PROFIT MARGIN	5-15% (if any)

⚠️ PROBLEM:

- No predictable lead source



Level 1 Business → Survival Mode

This is where most outdoor living businesses live. And unfortunately, where many of them stay stuck for years or die.

I want to clearly show you what this level looks like. And if this is you, don't worry. Because once you understand what's keeping you here, breaking through is much easier than you think.

Stats:

- **Revenue:** Less than €250K/year
- **Team:** Owner + 0-2 installers (part-time)
- **Leads/month:** 10-30 (mostly referrals)
- **Close rate:** Unknown (they don't track it)
- **Time per quote:** 60-120 minutes
- **Profit margin:** 5-15% (if any)

At this level, the owner wears every hat. You do sales, quoting, follow-ups, project management... and often... installations too. You're busy. But progress feels slow.

Crippling problem: No consistent, predictable way to get new projects.

Work comes from referrals, word of mouth, and being "known locally"... which sounds good... until it dries up.

Most businesses at this level either don't run ads at all OR run ads that don't work because they ask for a quote too early. So leads come in sporadically, and cash flow feels stressful.

You can't scale something you can't predict.

Good news is, if you're here, getting to Level 2 is easy. Very easy. And we'll show you exactly how in the next sections.

LEVEL 2 Outdoor Living Business

"The Busy Trap"

The Busy Trap	
€ REVENUE	€ 250K - €1M/year
TEAM	2-8 people (sales, installers, maybe admin)
LEADS/MONTH	25-120 per month
CLOSE RATE	3-5% (industry average)
TIME PER QUOTE	45-90 minutes
PROFIT	Decent on paper, inconsistent in reality

⚠️ PROBLEM:

- Too slow
- Quotes take days



Level 2 Business → The Busy Trap

This is where most "successful-looking" outdoor living businesses live. From the outside, things look good. But from the inside, it feels... heavy.

You're always busy. The phone rings all the time. Projects are going out. But growth feels harder than it should.

Stats:

- **Revenue:** €250K – €1M per year
- **Team:** 2 - 8 people (sales, installers, maybe admin)
- **Leads/month:** 25 - 120 per month
- **Close rate:** 3 - 5% (industry average)
- **Time per quote:** 45 - 90 minutes
- **Profit:** Decent on paper, inconsistent in reality

Crippling problem: You're too slow

At this level, the business no longer depends on one person... but it still depends on YOU more than it should. You're involved in reviewing quotes, chasing follow-ups, jumping into sales calls, doing site visits, fixing mistakes, talking to suppliers, putting out fires... You're busy all day... yet still feel behind.

And this is NOT because you're lazy or your team is bad. It's because quotes take days, follow-up is inconsistent, so buyers lose momentum.

People say they "need to think about it," or they "are comparing options"... and then disappear.

The frustrating part is, that you did the hard work, paid for the lead, had a conversation, site visit, paid to get a render prepared... but you just didn't move fast enough.

To get to Level 3, you need to remove all manual work, speed up decisions, and let buyers move forward on their own.

LEVEL 3 Outdoor Living Business "Systematic Growth"

Systematic Growth	
 REVENUE	€1M+ /year
 TEAM	2-8 people (sales, ops, and installs)
 LEADS/MONTH	100-300+ per month
 CLOSE RATE	10%+
 TIME PER QUOTE	Automated (zero manual time)
 PROFIT	Stable, predictable, and growing

SOLUTION:

- Too slow
- Quotes take days



Level 3 Business → Systematic Growth

This is where the business starts to feel... different. Not easier, just under control. At this level, the business no longer depends on heroic effort. It depends on systems.

Stats:

- **Revenue:** €1M+ per year
- **Team:** Clear roles across sales, ops, and installs
- **Leads/month:** 100-300+ per month
- **Close rate:** 10%+
- **Time per quote:** Automated (zero manual time)
- **Profit:** Stable, predictable, and growing

At this level, you're no longer involved in every sale. You don't rush quotes late at night, chase buyers around, or wonder where the next project comes from.

The system handles that!

At Level 3, customers arrive informed. They've seen the product, explored options, understood pricing ranges. And by the time you speak to them, they're not "just looking"... they're deciding.

Sales conversations become shorter, calmer, and more professional. And installations become easier because expectations were set correctly from the start.

Crippling problem: capacity and delivery (it's a good challenge 😊)

When demand becomes predictable, you must plan installs properly, protect your quality, and avoid overloading your team. At this point, the focus shifts from selling more to delivering better.

CASE STUDY: Spolding & Sons

3x Sales by Building a Funnel Around a 3D Configurator

BEFORE

Spolding had a 3D configurator but no funnel around it...

-  Only **30** leads per month
-  Just **2** consultation calls
-  **1-2** sales won per month
-  Costly, low ROI ads
-  Struggling to scale, considering canceling



WHAT THEY IMPLEMENTED

Built a full sales funnel + traffic around:

-  Targeted ads driving traffic
-  Landing page for configurator
-  Instant quote auto-sent to leads
-  Easy booking for consults



3x SALES!

THE RESULTS (60 DAYS)

-  Monthly Leads: **30 → 200+**
-  Consults: **2 → 10**
-  Sales: **1-2 → 3-4**
-  **3x** their monthly sales!

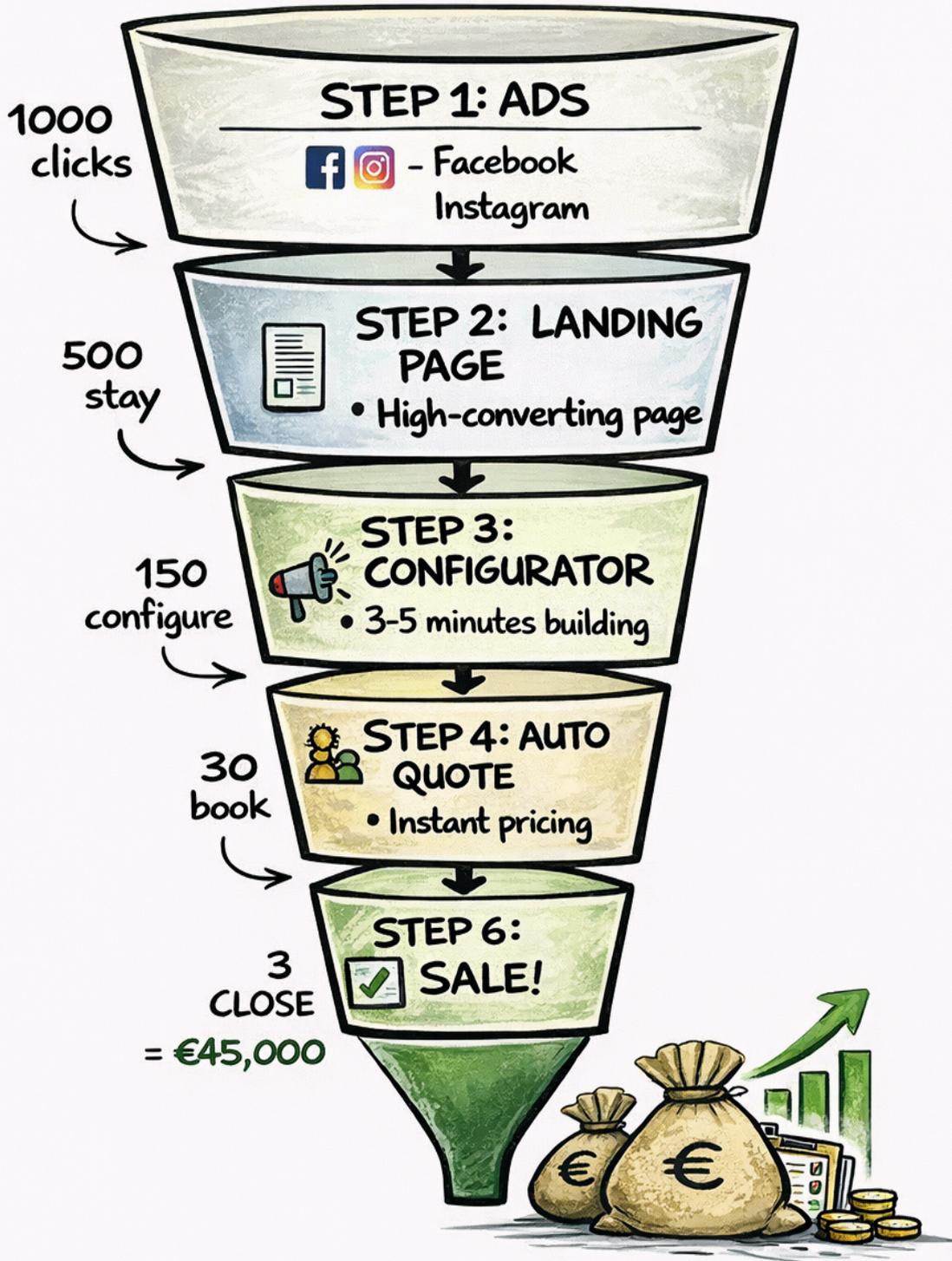


“We built a funnel generating a lot of highly qualified leads & increased sales **3x** — Matthew Spolding, Managing Director 



[Read the full case study >>](#)

The Visual Sales System™ Funnel



Each step builds on the last.
Skip one, system breaks.



THE AD ENGINE

THE AD ENGINE



THE LOGIC:

1. **5 ANGLES**
One message each →
2. **3 ADS PER ANGLE**
Same message, different words →
3. **10 CREATIVES PER AD**
Real photos + AI variations →
4. **TEST → SCALE WINNERS** →

THE MATH:

5 Angles → 3 Ads per angle
 10 Creatives → **150 UNIQUE ADS**

From ONE research session
150 UNIQUE ADS
 From ONE research session
 From ONE research session

CAMPAIGN STRUCTURE:

CAMPAIGN 1: PROSPECTING

TARGET: New people

- Stage 1: Broad audience
- Stage 2: Local market

NEW LEADS



CAMPAIGN 2: RETARGETING

TARGET: Visited site

- Stage 1: Warm leads
- Stage 2: Configurator
- Stage 3: Bookings

→ **HOT LEADS**



2 Campaigns. 150 Ad Combinations.
 Data-driven. Never runs out of fresh ads.
 This is how you scale.

The Ad Engine

This is our secret weapon for how we get unlimited leads for ourselves and our outdoor business owners.

Advertising works great for a while, but then over time the ads start to fatigue. They get stale because people have already seen them. So, you have to find a way to keep your ads fresh and engaging.

Every ad (especially on Facebook) has four components:

- Headline
- Copy (the words)
- Creative: photo OR video

Once you realize this is all that makes up an ad, you can create an unlimited number of unique and interesting ads without paying an expensive agency to do it for you. All we do is create a bunch of different versions of each component and then mix and match to build new ads.

This "scrambling" of the elements lets us continually refresh our ads without doing a lot of extra work.

Here's how we create and run ads

Step 1: AI Research (Clarity Before Creativity)

We never start by writing ads. We start by understanding the business, product, market and buyer.

This removes opinions and replaces them with insight. When you understand the buyer, writing ads is much easier.

Step 2: Angles (One Message at a Time)

From that research, we create five clear ad angles. An angle is the reason someone should care,

Each angle focuses on one core idea, such as:

- Working from home without distractions
- Before/After
- BBQ with friends
- Increasing property value
- Enjoying coffee outdoor in any weather
- Lifestyle upgrade

We never mix angles. One ad, one message, one reason to click. This keeps ads clear and easy to understand.

Step 3: Ads (Controlled Variation)

For each angle, we write three ads that include includes: body copy, headline, and description. The core message stays the same, only the wording changes.

Step 4: Automation Through Creatives

We then take ten real photos from completed projects. The more amateur looking the better.

We create photo variations with AI by:

- Changing scenery
- Adding happy people
- Adjusting lighting/weather
- Adding simple text overlays

Step 5: Structured Testing (No Chaos)

We test everything in a clear sequence:

- Angle 1 → Ad 1 → 10 creatives
- Angle 1 → Ad 2 → 10 creatives
- Angle 1 → Ad 3 → 10 creatives

Data tells us what works so we can scale the winners.

Campaign Structure (Keep It Simple)

We only run two campaigns... nothing more is needed.

The first is **Prospecting** that targets new customers in the local market using broad targeting.

The second is **Retargeting** that focuses on people who already interacted with the brand.

Funnel-First Optimization (The Hidden Advantage)

Our funnel is always the same and visitors go from ad to the landing page, fill out an opt-in form, and get redirected to the configurator. They play with it and when they're ready, request a quote through the lead form.

They receive an instant quote that presents the option to book a site/showroom visit directly on the spot via a simple calendar.

Inside the campaigns, we align optimization with the funnel using three optimization stages:

1. Landing page opt-ins
2. Configurator lead submissions
3. Booked meetings

Each stage fills the Pixel with enough data to confidently go after the next one.

This proven system removes emotion from advertising and replaces it with process.

It works in small markets, competitive markets, and it works without burning out your team.

That's how we run ads.

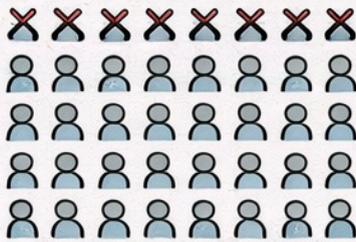
THE €30K/YEAR AD TRACKING SECRET

THE REALITY:

100 People Complete Your Configurator

WHAT META ACTUALLY SEES:

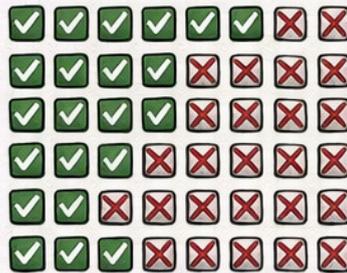
NO TRACKING:



100 REAL BUYERS

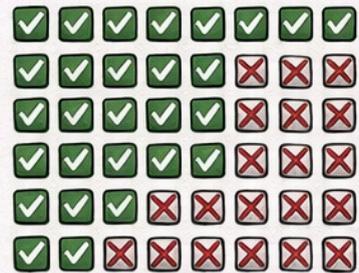
- ✗ Meta sees: 0 people
- ✗ Meta thinks: Ads don't work
 - Blocked by:
 - Safari (70% of iPhones)
 - Ad blockers
 - "Don't Track Me"

PIXEL ONLY:



- ✓ Meta sees: 60 people
- ✗ Meta MISSES: 40 people ✗
 - Blocked by:
 - Safari (70% of iPhones)
 - Ad blockers
 - "Don't Track Me"

PIXEL + CAPI:



- ✓ Meta sees: 95 people ✓
- ✓ Meta MISSES: 5 people ✗
 - CAPI bypasses ALL browser blocks
 - Cost per lead: €5-12

THE ANNUAL COST (€3K/month ad spend):

NO TRACKING

€50 per lead
60 leads/mo
720 leads/yr

€36K spent →

€864K revenue

PIXEL ONLY



€36K spent →

€2.16M revenue

PIXEL + CAPI:



€36K spent →

€6.17M revenue

YOU'RE LEAVING €4M+ ON THE TABLE

THE ONE-SENTENCE SUMMARY:

If Meta can't see your buyers, it can't find more of them.

PIXEL ONLY: Meta sees 60%

PIXEL + CAPI: Meta sees 95%

PIXEL ONLY: Meta sees 60%

PIXEL + CAPI: Meta sees 95%

Setup cost: €1,500 one time

Annual savings: €30K-45K

YOU'RE LEAVING €4M+ ON THE TABLE.

The €30K/Year Ad Tracking Secret

Most business owners think their ads are the problem.

In reality, the problem is that Facebook (and also Google) cannot see what happens after someone clicks the ad and moves through your funnel.

When Facebook cannot see results, it cannot optimize. And when it cannot optimize, your leads become expensive and low quality.

What ad tracking actually does

Ad tracking what people do in your funnel through events. These tell Facebook which people turn into real buyers and how.

When tracking works Facebook sees ad click, website visit, configurator use, quote request, booking and sale.

From this, Facebook learns who buys and shows your ads to more people like them.

When tracking does not work Facebook guesses. And guessing costs money.

Why is that so?

After Apple released iOS14, most users started blocking tracking. As a result, Facebook now often sees only the ad click, not what happens next.

This makes Facebook think your ads are not working, even when they are. So it shows your ads to worse audiences, costs go up, and lead quality drops.

2 types of Ad tracking

The Meta Pixel works in the visitor's browser. It is usually blocked by Safari, ad blockers, and privacy settings. In practice, it only tracks 40–60% of real conversions.

Conversion API (CAPI) sends data directly from your server to Facebook. It is not blocked and tracks 90–95% of real actions.

This is the difference between guessing and optimizing.

How does that apply to you?

With broken tracking, €2,000 in ads might generate 80 leads. With proper tracking, the same €2,000 can generate 250+ leads.

That difference alone can mean 8–10 more sales per month without increasing ad spend.

How to check your tracking

1. Open your Facebook Events Manager.
2. Submit a test lead on your own site.
3. You should see one browser event and one server event

If you see only one or none, your tracking is broken.

Also be sure to check Event Quality Score. If it is below 7, Facebook does not trust your data or data is of poor quality so attribution is hard.

How to fix tracking

You have three options:

1. A developer sets up CAPI correctly
2. Use a platform with CAPI built in (like SaleSqueeze)
3. Hire a specialist or agency who works with Pixel + CAPI tracking

The High-Converting Landing Page

Most outdoor businesses send paid traffic to their homepage, which is a huge mistake. Here's what works instead...

QUALIFY VISITORS

This headline speaks directly to a specific audience with a specific problem

LEAD FORM BEFORE CONFIGURATOR

Visitors engage first, in order to use the configurator second

SOCIAL PROOF

This section builds trust with customer testimonials, warranty, and UK-built badge

PAIN POINTS WITH SOLUTIONS

This copy connects with the audience's problem and provides the solution.

D&I GARDEN ROOMS

Specialist for The Best Room Values for the Lowest Price

01 256 280380

Your Own Private Retreat Just Steps From Back Door: Fully Insulated Garden Rooms Built for Year-Round British Living

Stop fighting for which appreciate more time, do your private parties, you living the ...

Warranty: 10 Years | Made in the UK | Free Delivery

Design Your Ideal Garden Room & Get Instant Quote

Design Your Ideal Garden Room & Get Instant Quote

Design Yours & Get Price

LEAD FORM

SOCIAL PROOF

This section builds trust with customer testimonials, warranty, and UK-built badge

DONE-FOR-YOU PROCESS

This explains the outcome and creates urgency

STRONG CTA

The CTA positions configurator as an experience, not a sales request.

A high-converting landing page qualifies and motivates buyers before the configurator.

The High-Converting Landing Page

Why adding friction actually increases sales

Most outdoor businesses send paid traffic to their homepage. That feels logical, but it is one of the biggest reasons ads fail.

A homepage is designed to explain everything to everyone. Paid traffic needs a page that does **one thing only**: move the right people to the next step. That is exactly what a high-converting landing page does.

What this page is designed to do

This landing page is not trying to sell a garden room. Instead it is designed to qualify intent. Its job is to filter out people who are curious, price-shopping, or not ready, and move only serious prospects forward. When this page works properly, the configurator receives fewer visitors, but those visitors are far more motivated.

Quality goes up. Friction goes up. Conversions improve.

Why friction works

Most businesses are taught to remove friction from every step. That advice is incomplete.

When selling high-ticket outdoor projects, a small amount of friction improves results because it forces commitment. To access the configurator, visitors must read the page, understand the offer, and submit their contact details.

This immediately filters out people who were never going to buy. Those who continue are signaling intent.

What happens psychologically

By the time a visitor reaches the lead form, they already understand what is being offered. They know this is not a cheap product. They understand the installation process and the value.

When they submit the form, they make a small commitment. That single action changes their behavior dramatically.

They spend more time in the configurator, are more likely to complete it, and are far more open to a follow-up conversation. They are no longer browsing. They are participating.

The importance of the call to action

The call to action is not "Contact us" or "Get a quote" like you can see on any other page. It is framed as an experience. "Design your garden room & get instant quote."

This positions the configurator as the next step, not a sales request. The visitor is not asking for permission or starting a negotiation. They are beginning a process.

That shift matters.

Why the lead form comes before the configurator

The lead form is placed before the configurator on purpose. This ensures that only committed prospects enter the experience. It also allows immediate follow-up while interest is high and momentum is strong.

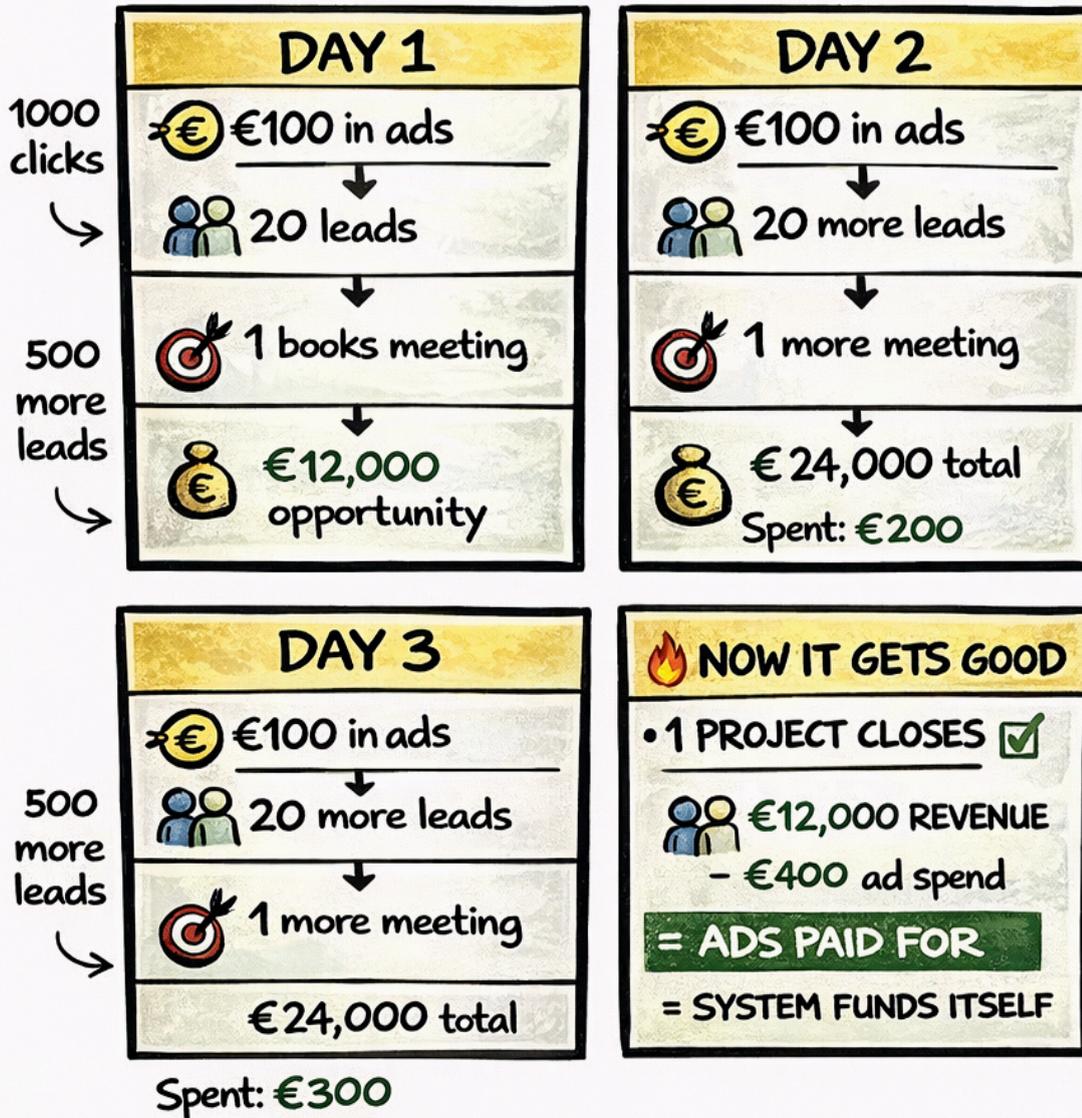
The result is fewer leads, but dramatically higher lead quality and sales conversations start warmer, move faster, and close more often.

This type of landing page turns paid traffic into educated, emotionally invested prospects. It reduces wasted time, improves conversion rates, and protects the configurator from low-intent users.

The landing page qualifies. The configurator starts the sales process.

A high-converting landing page does not try to convince everyone. It deliberately pushes the wrong people away and guides the right people forward and that is why it works so well.

The Demand Engine™ – Day by Day



From here:
SCALE IT UP



The Demand Engine

How to attract buyers who are already ready to move?

This Demand Engine concept is one of the most important things we've ever built. It's how we help outdoor living businesses generate a steady flow of real buyers, even when they don't have a big marketing budget.

It works because it flips how marketing is usually done!

Instead of paying for ads and hoping something turns into a project later, the system is designed so that the market funds your growth.

The Old Way (Doesn't Work)

- Post finished project photo
- Write "Contact us for a quote"
- Wonder why nobody clicks

The Better Way

Instead of asking people to contact you, invite them to explore. Let them design their project, see options, understand price ranges... no pressure, no waiting. People move faster... and those who move forward are far more likely to buy.

Math

Day 1: €100 ads → 20 leads → 5 quotes → 1 consultation = €12K opportunity

Day 2: Another €100 → another buyer = €24K in potential projects

Day 3: Another €100 → €36K in qualified opportunities

Day 4: Close one at €12K. You've spent €400, closed €12K.

Ads paid for and everything after is growth. From here, you're not "running ads"... you're scaling a system.

CASE STUDY: YourPergola

166 Hours Saved in 4 Months

BEFORE

-  Hungarian pergola company
-  Paying **€25** per lead
-  Close rate only 2-3%
-  30+ min per quote (manual)
-  Time drain + slow lead momentum



WHAT THEY IMPLEMENTED

Systems that changed the game:

-  Configurator Effect™
-  Quote Velocity™ (instant automated quotes)
-  Demand Engine™ ads + tracking



THE RESULTS (90 DAYS)

- Cost per lead: **€25 → €8**
- 331 quotes sent
- 166 hours saved
- Sales doubled

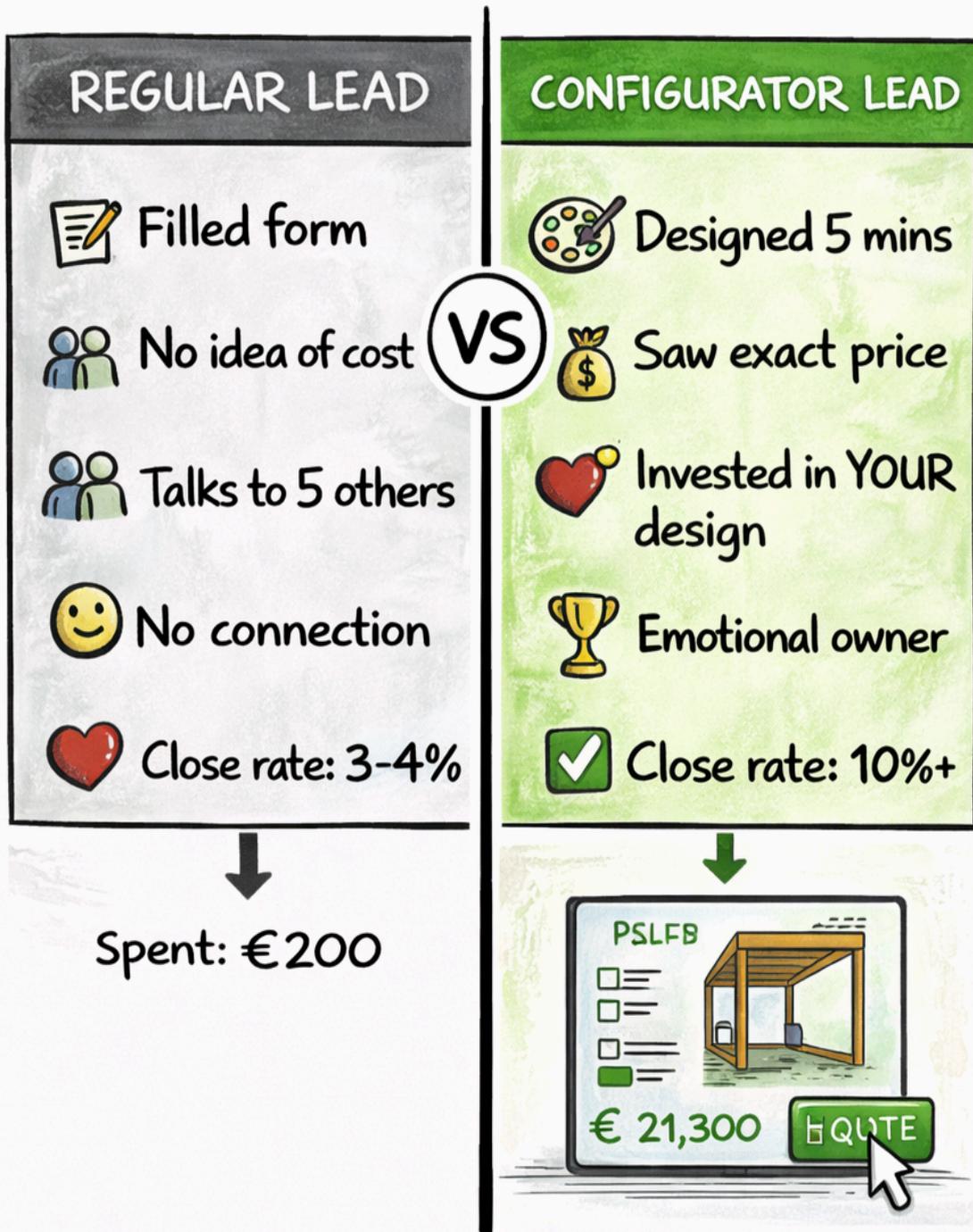


They stopped "working in" the business and started letting the system work for them.



[Read the full case study >>](#)

The Configurator Effect™ - Before/After



They fall in love with THEIR design

The Configurator Effect™

Why having a 3D configurator changes everything?

The 3D configurator is where the magic really happens. The difference between a regular lead and a configurator lead is night and day:

Regular Lead	Configurator Lead
 Fills in name, email, phone	 Spends 3-5 minutes designing their project
 Has no idea what it costs	 Sees the exact price as they build
 Getting quotes from 5 companies	 Has invested time in YOUR design
 No emotional connection	 Emotional ownership: "This is MY design"
Close rate: 3-4% 	Close rate: 10%+ 



When customers design their DREAM project themselves, they fall in love with it. They show their spouse, imagine it in their garden... they save it and come back to it.

By the time you call them, they're already half-sold and ready to talk about their project.

Quote Velocity™ - Speed Comparison

That's Helping Outdoor Living Businesses

Scale to €1M+/Year



80% of the time, the FASTEST business wins.
Not the best. The fastest.

The Quote Velocity System™

80% of the time the fastest business wins the job.

Here's how quoting works in most outdoor businesses:

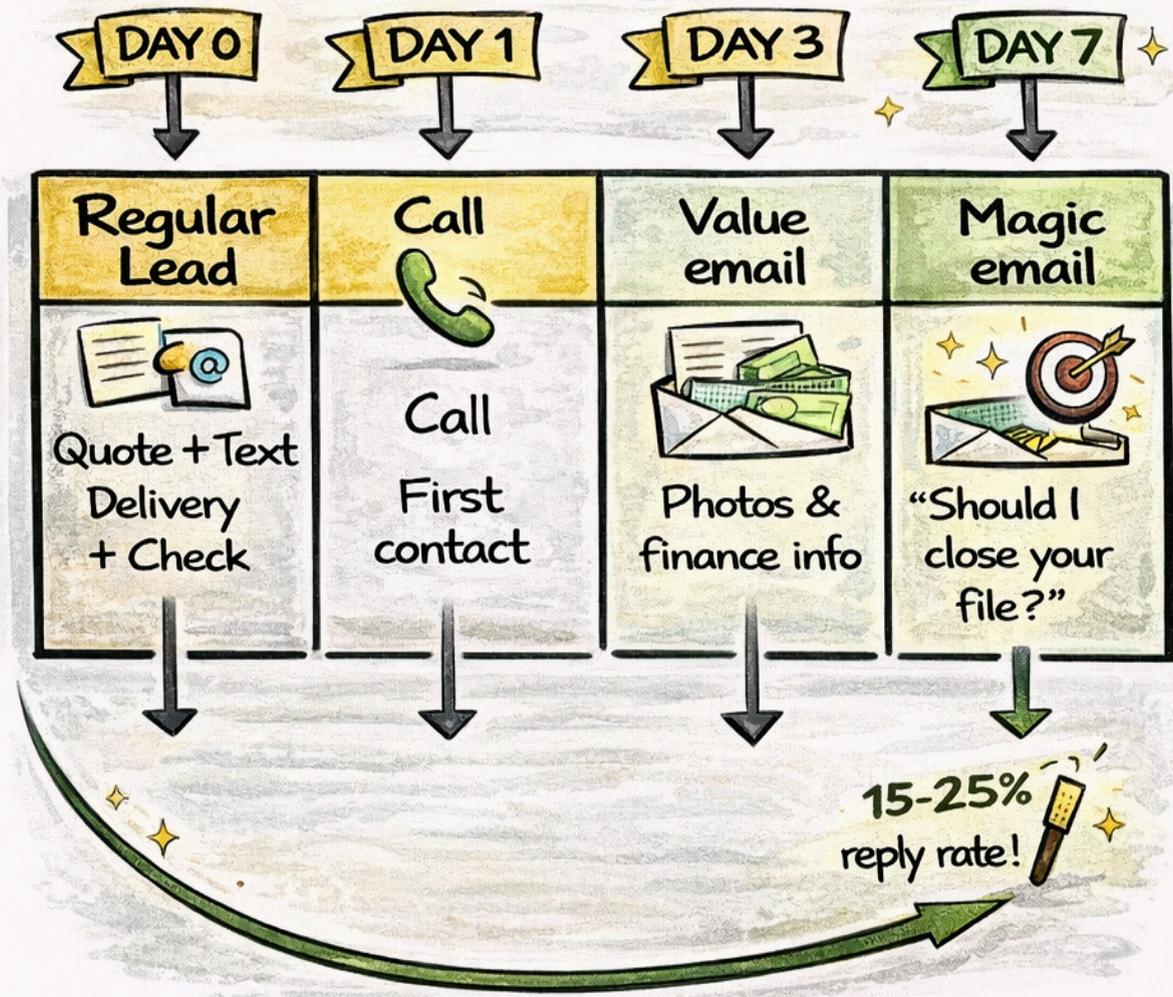
- Customers see ads, navigate to your website & fill a form
- You see the lead (maybe the same day, maybe tomorrow)
- You try to call them a few days later (busy signal, voicemail)
- You finally speak to them (2-3 days later)
- You schedule a site visit (next week)
- You create a quote manually (60-90 minutes of your time)
- You send the quote (3 days after the site visit)
- They've already got 5 quotes from competitors

In a world where people can order anything online and have it delivered tomorrow, making someone wait 1 week for a quote is a death sentence. They've moved on and forgotten about you.

Here's how quoting works with the Quote Velocity System:

- Customer designs their product on your website (3-5 mins)
- They see price INSTANTLY as they build OR get instant quote
- They submit their design
- They get a detailed quote in their inbox IMMEDIATELY
- You get notified
- You call while they're still looking at their design

The 5-Day Chase™ Timeline



This sequence resurrects €1000s in "dead" quotes

The 5-Day Chase

How to follow-up with leads without being annoying?

60%+ of quotes are never properly followed up. They go to die in one of your spreadsheets somewhere, all alone, forgotten by you and your team.

Think about that... You spent 45-90 minutes on each quote, pay a lot of money to get that lead... they were interested enough to ask for pricing... and then... nothing. **You don't follow-up!**

Sequence

Here's the exact sequence to follow up on every new quote:

Day 0: SMS

Immediately after sending the quote send an SMS to confirm delivery, because a lot of quotes go to spam. This confirms they got it and keeps you top-of-mind. SMS has 98% open rate within 3 minutes.

Template:

*Hi [Name], just sent your [product] quote to [email].
Let me know if you don't see it! Br, [Your name], [Company]*

Day 1: Call

Next morning, at 9-11am (when people actually answer) give them a quick call to check they got the quote to strike them while they're still hot. They designed it yesterday. They're still thinking about it.

Template:

Rep: "[NAME]" (...voice goes up... pause)

Customer: "Yeah... Who's this?"

Rep: "It's [REP NAME] from [COMPANY]" (pause... tone sounds like they should know me...)

Customer: (...thinking... who?)

Rep: "I'm calling you because you configured this beautiful [PRODUCT] in our 3D designer on our website... so... I just wanted to make sure that #1 you like the design & received the quote from me and #2 I wanted to figure out a time for you to come visit our showroom... I've got 2.00 or 4.00pm tomorrow... which works better?"

(...then book the visit...)

What NOT to say:

- ✗ "Just following up..." (sounds desperate)
- ✗ "Checking in..." (annoying)
- ✗ "Have you made a decision?" (too pushy)

What TO say:

- ✓ "Wanted to make sure you got it"
- ✓ "Any questions about it?"
- ✓ "When would it be good to walk through it?"

Day 3: Email

Three days after the quote (morning, 8-10am) send them some helpful info, not another "just checking in" email, because you're trying to be helpful, not pushy. Give them value.

Template:

Subject: *Question about your [product] quote*

Body:

Hi [Name],

I know these are big decisions, so I thought I'd send over a few things that might help:

1. I attached some photos of similar projects we've completed in [their area]. [...attach 3-4 photos]

2. Quick FAQ on the installation process:

- Timeline: Usually 7-14 days from deposit*
- What's included: [List key items]*
- Guarantee: 25 years structural*

3. If budget's a concern, we offer finance options starting from €[amount]/month. No balloon payments, FCA regulated.

4. If you have questions around plans, permits & regulations, let's set up a short call and I'll guide you through it.

Any questions at all, just hit reply or call me on [number].

[Your name], [Company]

Day 7: Magic Email

One week after the quote (morning, 9-11am) send them the "Should I close your file?" email. This email usually gets 15-25% response rate and many people reply "Actually yes, I'm still interested." It works because it's direct, gives them an out, it doesn't sound desperate, and forces them to make a decision.

Template:

Subject: *Should I close your file?*

Body:

Hi [Name],

I've reached out a couple of times about your [product] quote. I hope I'm not being a pest!

I wanted to ask directly: is this still something you're considering, or should I close your file?

Either answer is completely fine.

If it's a "not anymore," I'll stop reaching out and wish you all the best.

If it's "still thinking about it," let me know what's holding you back and I'll see if I can help.

Thanks,

[Your name], [Company]

Most people don't reply to you because they feel bad saying "not interested". This email gives them permission to say NO.

And when you give people permission to say no, some also say YES instead.

Day 10: Call

10 days after the initial quote, if no response, give them a final call before moving them to long-term nurture. This is your last chance to catch them before they forget about you

Template:

Rep: "Hi [Name], it's [Your name] from [Company]."

I sent you an email earlier about the [product] quote from last week. I just wanted to check in... is that still something you're thinking about, or have things changed?"

Customer: [Listen]

Rep: "[If still interested → "Great! What's the main thing holding you back?"]"

Rep: "[If not interested → "No problem at all. If anything changes, you've got my number. Have a good day!"]"

Rep: "[If need time → "Totally understand. When would be a good time to check back in?"]"

What Happens Next

If They Respond: Great! Move them to your active sales pipeline and book the next step... site/showroom visit, consult call... whatever moves them closer to buying

If They Don't Respond: Move them to your long-term nurture list. Email them once a month with recent project photos, customer testimonials, seasonal promotions & helpful tips.

Don't delete them and don't give up until they tell you to.

People's situations change. The person who said "not now" in March might be ready in July or September.

THE PERFECT PRE-SELL

- ① What are you hoping to use your garden room for?
- ② What does your perfect outdoor space look like?
- ③ On a scale of 1-10, how satisfied are you with your current work-from-home setup?
- ④ How long have you been thinking about getting a garden room?
- ⑤ What would having this space change for you?
- ⑥ Have you tried to do something about this before?
- ⑦ If you had an expert guiding you through the entire process... design, planning, installation, permits.. do you think you'd get it done faster?
- ⑧ Our average customer goes from "thinking about it" to "working in their new garden room" in 6-8 weeks. Does that timeline sound good?
- ⑨ Imagine it's 3 months from now and you're sitting in your new garden room office. What are you doing?
- ⑩ This won't be the cheapest option, but it will be done right and bespoke. Is that okay?
- ⑪ Are you deciding on this on your own, or does your spouse need to be involved?
- ⑫ On a scale of 1-10, how committed are you to making this happen this year?
- ⑬ If this is exactly what you're looking for and the price fits your budget, are you ready to move forward now?

The Perfect Pre-Sell

Sell Them Before You Even Talk to Them.

Before you go on a site visit or they come to visit your showroom, have your prospects fill out a short questionnaire. If they're booking a consultation, send them a link when they book via email. If they're calling you, text it to them: *"Could I ask you to fill this out so we can better prepare for your visit."*

This way you're planting seeds in their brains. Those little seeds grow into easier sales because they'll be PRE-SOLD on working with you... and only you. Consider yourself a money gardener.

The Perfect Pre-Sell Questionnaire

Here's what we'd have someone fill out before a garden room consultation. You don't need this many questions, but the more they answer, the stronger the pre-sell. I'm giving you the questions plus what the customer might answer, so you can see how it works:

What are you hoping to use your garden room for?

Home office. I'm working from the kitchen table and it's killing me.

What does your perfect outdoor space look like?

A home office with a lot of natural light, insulated so I can work year-round, and completely separate from the house so I can actually focus.

On a scale of 1-10, how satisfied are you with your current work-from-home setup?

2. It's awful. Kids interrupt me constantly, I have no space, and I'm sharing the kitchen table with my wife.

How long have you been thinking about getting a garden room?

About a year... Since we went fully remote.

What would having this space change for you?

I'd finally have a proper workspace. I could actually concentrate. I wouldn't be working from the kitchen anymore. My productivity would double.

Have you tried to do something about this before?

Yes. I looked at extensions and loft conversions, but they were £40K+ and would take 6 months. I looked at buying a shed online but they're not insulated properly.

If you had an expert guiding you through the entire process... design, planning, installation, permits... do you think you'd get it done faster?

Definitely. That's exactly what I need.

Our average customer goes from "thinking about it" to "working in their new garden room" in 6-8 weeks. Does that timeline sound good?

That would be amazing. Way faster than I thought.

Imagine it's 3 months from now and you're sitting in your new garden room office. What are you doing?

Working on a big client project with zero interruptions. The house is behind me, I've got natural light, it's warm, and I'm actually productive for once.

This won't be the cheapest option, but it will be done right and bespoke. Is that okay?

Yes. I want quality. I'm tired of looking at cheap solutions that don't work.

Are you deciding on this on your own, or does your spouse need to be involved?

My wife needs to be involved, but she's more keen than I am.

How committed are you to making this happen this year?

9. I need this sorted before winter.

If this is exactly what you're looking for and the price fits your budget, are you ready to move forward now?

Yes.

What Just Happened?

By the time you talk to this person, they've:

- ✓ Told you their pain (kitchen table hell)
- ✓ Described their dream (proper office)
- ✓ Admitted they can't do it alone
- ✓ Imagined life with your product
- ✓ Committed to quality over cheap
- ✓ Rated themselves a 9/10 on commitment

You're not selling anymore. You're just confirming what they already decided.

How To Use This

Step 1: Create this in Google Forms (free)

Step 2: Auto-send it when someone books a consultation

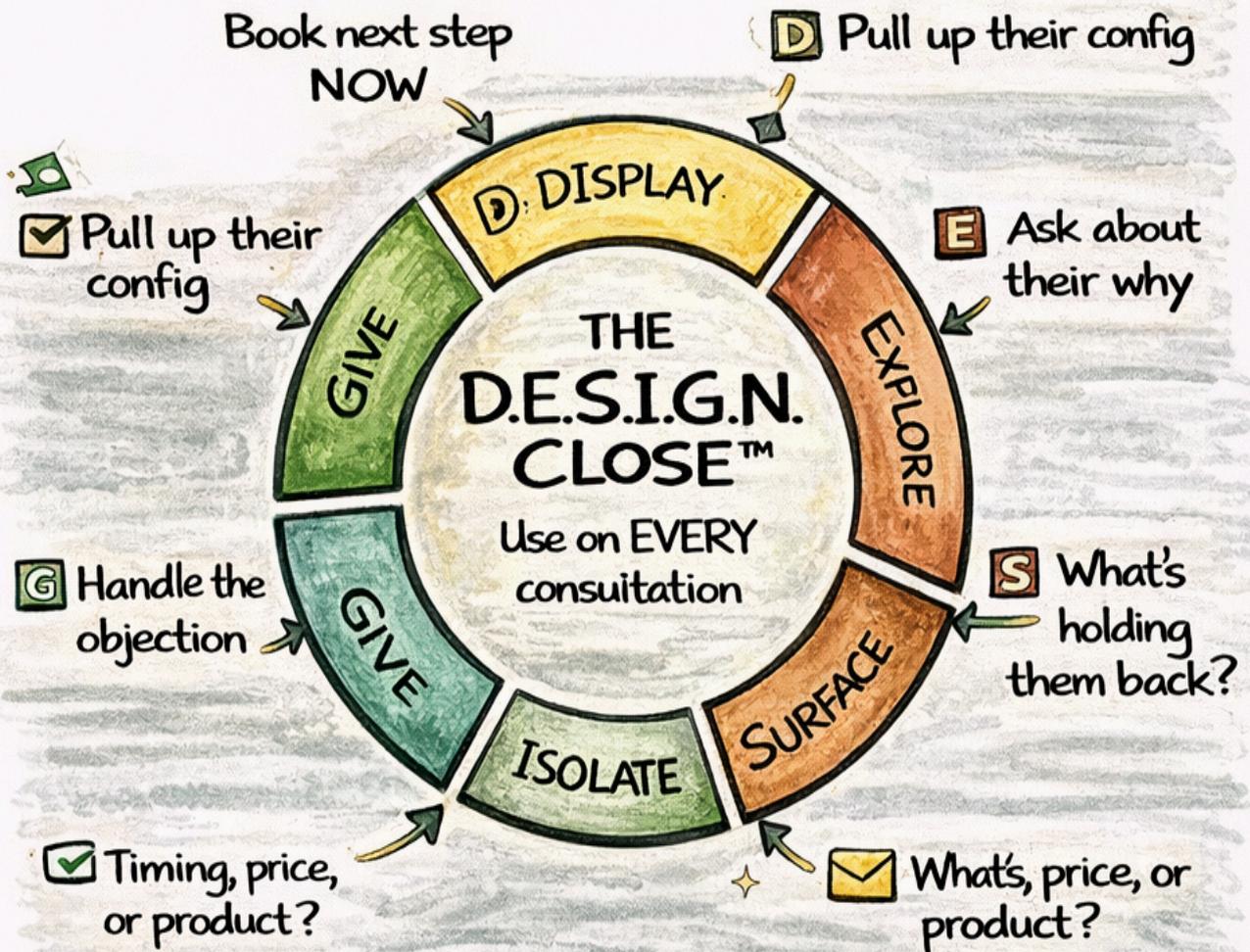
Step 3: Read their answers before the call

Step 4: Reference them during the consultation

They feel heard and understood and they're already 80% sold.

The D.E.S.I.G.N. Close™ Framework

This is the exact sequence we use. Copy it.
Paste it. Use it on every single quote.



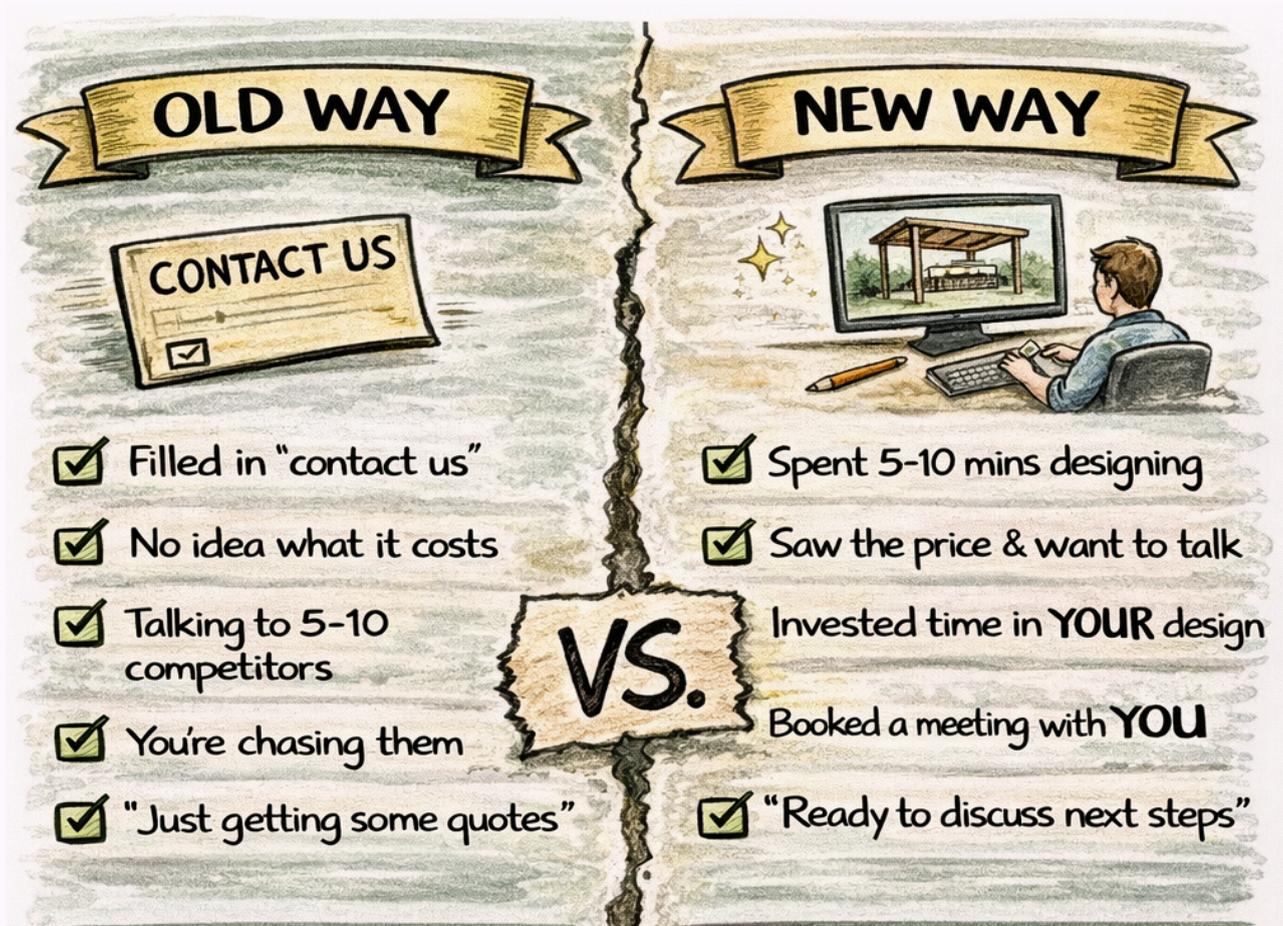
Pro Tip: Send this as an SMS, not WhatsApp. 98% open rate.



Print this. Practice it. Watch close rates double.

The D.E.S.I.G.N. Close

If you've completed previous sections right, something magical has happened. The people you're talking to are completely different. You're now talking to serious buyers 80% of the time.



This is why you will see your close rates jump from 3-4% to 10-20%+. You have a system in place where tire-kickers eliminate themselves in the process and capacity will now start to become the major problem. You're moving to a Level 3 business now. But in order to really grow and scale, you need to establish and train your sales team in closing deals.

That's why we invented the D.E.S.I.G.N. Formula.

The D.E.S.I.G.N. Formula

This is the simple formula we use to write any kind of sales script. The acronym 'DESIGN' helps remind us of all the elements we need to include in a complete pitch.

D - Display their design

Pull up their configuration, review it together, compliment their choices.

"I've got your design here. This looks great. Love the anthracite grey with the full-glass doors. What made you choose that combination?"

E - Explore their situation

Ask questions that reveal their real motivation to buy:

- "What are you planning to use it for?"
- "What made you start looking at garden rooms?"
- "When were you hoping to have it installed?"
- "Is there anyone else involved in the decision?"

S - Surface concerns

Let them voice what's holding them back.

"What would make this project perfect for you?"

I - Isolate the objection

When they hesitate, dig deeper.

"Is it the timing, investment, or something about product itself?"

G - Give the solution

Handle their specific concern with confidence:

- *"Will it be warm enough?"* → Show specs, testimonials

- *"It's more than I expected"* → Explore alternatives, financing
- *"I need to think about it"* → "What specifically?"

N - Next step

Don't leave it open-ended. Always close on the next step:

- Ready buyers: *"Shall I book your installation slot?"*
- Need more time: *"How about I call you on [specific day and time]?"*
- Those comparing: *"When are you planning to make your decision?"*

Use this framework on EVERY consultation. Print it. Practice it. Watch your close rate double.

CASE STUDY: Spa Solutions

From 3% to 17% Close Rate in 90 Days

THE SITUATION

-  Swiss spa enclosure company
-  3% close rate (industry average)
-  Many tire-kickers
-  Too much time spent explaining basics
-  Long sales conversations, low intent



WHAT THEY IMPLEMENTED

- The Configurator Effect™
-  The D.E.S.I.G.N. Close™
-  Quote Velocity™ (instant quotes)



THE RESULTS (90 DAYS)

- Close rate: 3% → 17%
- Customers arrive confident about what they're getting
- Zero time spent on manual quotes



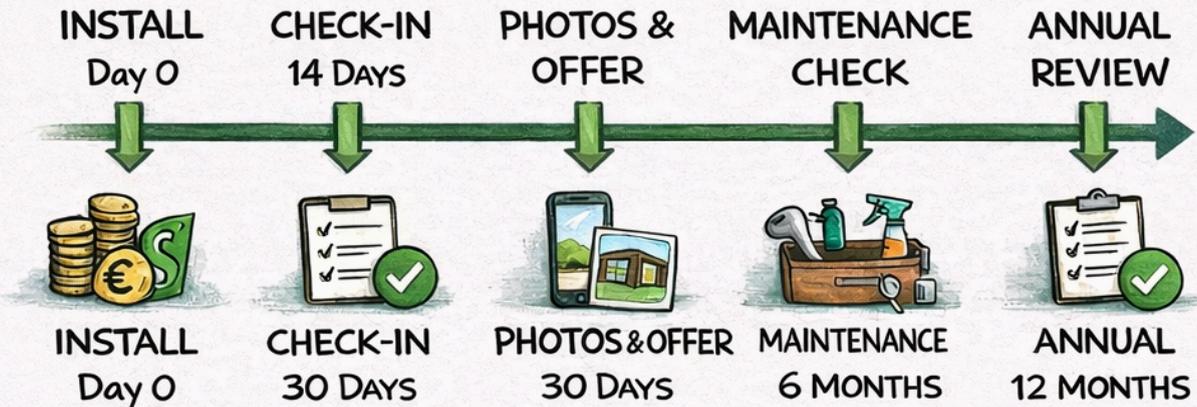
“Customers already knew what they wanted, Sales calls became confirmations, not convincing.”



[Read the full case study >>](#)

THE 5 PILLARS OF LIFETIME VALUE

THE TIMELINE:



THE IMPACT:

WITHOUT 5 PILLARS:
 €12,000 (one sale, done)

+MONTH 3: Referral Ask

+MONTH 9: Referral Ask

WITH 5 PILLARS:
 €17,880 per customer

- Original sale: €12,000
- 2 Referrals: €24,000 value
- Maintenance: €350/year × 10 = €3,500
- Second product: 15% × €12,000 = €1,800

+49% Lifetime Value

THE MATH (100 customers):

Standard: €1.2M revenue

With 5 Pillars: €1.68M revenue

+€480K From 5 simple actions

Your next €100K isn't in more ads. It's in the customers you already have.

5 Pillars Of Lifetime Value

Did you know that most outdoor living businesses get zero repeat business from their existing customers? That means if you close 100 customers this year at €12,000 each, you make €1.2M once and then... nothing. That's a scary game to play.

We've discovered hundreds of ways to increase customer lifetime value, but after surveying our clients getting 5+ referrals per customer, we found five things they ALL did consistently.

We call these things the 5 Pillars of Lifetime Value...

1. **14-day check-in** - call or text every customer 7 days after install to make sure everything's perfect. This catches small issues before they become big problems and shows you actually care.
2. **30-day photo request** - ask for photos and a Google review 30 days after install. 10-40% will do it if you ask. This gives you content and social proof.
3. **6-month maintenance offer** - offer an annual maintenance package (€200-500/year) six months after install. 10-40% will buy it. This is recurring revenue that keeps you top-of-mind.
4. **Referral campaigns 2x/year** - ask for referrals at month 3 and month 9 with a €250 incentive for both parties. Average customer refers 1-3 people if you ask.
5. **Annual check-in** - call every customer once per year just to see how things are going. This plants seeds for second purchases and future referrals.

We found that when businesses implemented these 5 steps, their customer lifetime value might follow this trend:

- **Month 1-3:** 15% buy maintenance, 10% refer
- **Month 4-6:** 25% buy maintenance, 18% refer
- **Month 7-12:** 35% buy maintenance, 25% refer 2+ friends

By Month 12, lifetime value increased by 30%. That's how powerful these 5 actions are.

CASE STUDY: Nordin

Launched a New Pergola Brand
& Closed 30 Projects in 90 Days

54% SALES
via Configurator



“In 3 months, we closed **30** customers via the configurator.”

– Domantas Poška, Co-founder & Sales leader



THE CHALLENGE

2025 launch in Lithuania (unknown brand)

 ~20 Facebook inquiries/day

 Leads were “ice cold” (first time seeing product)

 Customers needed education

 Manual price calculations for every inquiry

✓ Cold leads + slow quoting = wasted time + lost deals



Cold leads +  slow quoting = wasted time + lost deals

THE RESULTS (90 DAYS)

✓ 574 qualified configurator leads

✓ 30 confirmed orders from configurator

✓ 54% of all company sales come via configurator

✓ Conversion rate competitive with established players



THE 90-DAY TIMELINE

 Month 1 (July) Configurator goes live

 Paid ads redirect to configurator → 150

✓ Month 2 (August) 209 inquiries

 Month 3 (September) 215 inquiries

 ROI achieved (month 1 from launch) ROI achieved



“The 3D configurator saves a lot of time dealing with low-quality leads, price calculations, and quote preparation.”

– Domantas Poška, Co-founder & Sales leader

[Read the full case study >>](#)

BONUS: Dead Quote Revival

Reviving Dead Quotes

You probably have dozens or maybe hundreds of old quotes sitting in spreadsheets, CRMs, or email folders. Quotes from 3 months ago, 6 months ago or even a year ago.

Most businesses assume these leads are dead. They're not... Here's how to create a campaign to get old leads active again.

Step 1: Gather your old quotes

Pull together every quote from the last 12-18 months that didn't convert. You need:

- Contact name and email
- What they enquired about
- Approximate date
- Last communication (if any)

Don't worry if records aren't perfect. Work with what you have.

Step 2: Segment Your List

Segment	Definition	Priority
Hot	Quote in last 3m	High - contact first
Warm	Quoted 3-6m ago	Medium - second wave
Cold	Quoted 6-12m ago	Lower - but still worth it
Ancient	Quoted 12-18m ago	Low - anniversary approach

Step 3: The resurrection sequence

Run this as a focused campaign over 2-3 weeks:

[Day 1]: Re-Introduction Email

Subject: Quick question about your [product] project

Hi [Name],

I came across the [product] quote we put together for you back in [month]. Are you still thinking about this?

I'd be happy to revisit.

Best, [Your name]

[Day 7]: Value-Add Follow-Up

Subject: Something I thought you'd find useful

Hi [Name],

Since we last spoke we've completed [X] projects in [their area] - I can share some photos if you'd like. Our installation time is currently [X weeks]... a lot faster than usual.

If you're still planning this [product] project, let me know. I have your original design on file and I can have an updated quote to you today.

[Your name]

[Day 14]: Direct Question + Call

Subject: Should I close your file?

Hi [Name],

I've reached out a couple of times about the [product] quote from [month].

Is this still something you're considering, or should I close your file?

Thanks,

[Your name]

Same day: call everyone who hasn't responded to emails.

Anniversary Re-engagement

For quotes 12+ months old:

Subject: Your dream a year ago...

Hi [Name],

About a year ago, you were exploring the idea of a [product] for your garden. (here's the link)

I know life gets in the way and priorities shift so I wanted to check if your dream is still alive?

If you'd like to pick up where we left off, I'd be happy to organize a visit.

Best, [Your name]

ALL YOU HAVE TO DO IS...

Follow a proven system that 150+ outdoor living businesses across 28 markets are already using to grow faster, close easier, and stress less.

That's it.

You don't need to be a marketing expert, you don't need a big team and you don't need more hours in the day.

You just need a system that actually works.

ON TOP OF THAT...

We don't just give you "ideas" or theory.

We give you the exact system:

- The funnel
- The configurator
- The quoting automation
- The follow-up
- The tracking
- The close framework

So customers design, price, and qualify themselves before you ever speak to them.

Which means you stop chasing leads, manually quoting at night, competing on price and explaining the same thing 20 times a week.

You start talking to serious buyers, moving faster than competitors, and closing more with the same effort.

THIS ONLY WORKS IF YOU WIN!

If you don't grow, this doesn't work for us either. So we're invested in your success.

This system is proven to get people talking to you and help you convert them into customers.

Just add YOU.

If you want that, we would love to partner with you.

If you don't make money, neither will we.

If you can't sell, then you won't stay.

So we are vested in keeping our partners as long as possible (just like you are with your customers).

YOU GET ACCESS TO THE BEST...

- Demand generation that actually converts
- A visual buying experience customers love
- Automated quotes that protect momentum
- Follow-up systems that resurrect "dead" deals
- A sales framework that works without pressure
- Tracking that shows you exactly what to fix

...without guessing, duct tape, wasted effort.

AND WE KNOW THIS...

Watching videos and downloading PDFs doesn't change businesses. Implementation does.

That's why this system is built to be used, not just understood. Step by step. Piece by piece. In the real world.

HERE'S THE TRUTH

The businesses that win in the next 5 years won't be the cheapest. They'll be the fastest, the clearest and the easiest to buy from.

This system was built for that reality.

If you want to see how it works for your business, the next step is simple.

[Schedule the call](#), look at your numbers, decide if this makes sense.

What's Next?

You now have everything. Every template. Every script. Every sequence. The question is what are you going to do with it?

Option 1: Do It Yourself

Everything in this guide is actionable. You can:

- Set up your own tracking and ads
- Build your landing page
- Find a configurator solution
- Create your follow-up sequences
- Run your own campaigns

It'll take 2-3 months to get right if you know what you're doing. Expect some trial and error. But it's absolutely doable.

Option 2: Get Help

If you want to skip the learning curve, we can do it for you.

Our 90-day program installs this entire system:

- Week 1: 3D configurator and Growth Strategy
- Week 2: Funnel setup, tracking, campaigns
- Weeks 3: Launch and start getting leads
- Weeks 3-12: Bi-weekly optimizations

We've worked with 150+ outdoor living businesses across 28 markets. We've seen exactly what works and when.

Want to see if we can help?

Book a free call. We'll look at your situation and tell you honestly whether this would work for you.

Schedule your call here: <https://salessqueeze.com/demo>

Whatever you decide, I hope this book showed you what's possible. You don't have to struggle with marketing. You don't have to waste money on agencies that don't deliver and you don't have to stay stuck.

There's a better way. Now you know exactly what it looks like.

See you on the other side,

Leon & SaleSqueeze Team

P.S. Outdoor living is one of the best businesses in the world... when the sales system stops holding it back.

P.P.S. The difference between Level 1, 2, and 3 isn't effort. It's systems.