

**liftoff.**  
sales enablement.


**bristow**  
**a&hardy product.**

# 3...2...1...

## our fully delivered sales enablement engine.

A fully delivered campaign combining outreach, nurture, follow-up, sales assets, CRM, performance tracking, and marketing. Built to accelerate every stage of the sales process.

For agencies ready to equip their team, enhance their process, sell better, and close faster.

Our **sales enablement engine**. Your  **liftoff**.

### **campaign trajectory.**

10%



**launchpad.**

Strategic Essentials.

**includes:**

 **launchpad.**


25%



**ignition.**

Campaign Toolkit.  
*For in-house teams.*

**includes:**

 **launchpad.**  
Sales Collateral  
Campaign Optimisation

75%



**liftoff.**

Sales Enablement.

**includes:**

 **launchpad.**  
Sales Collateral  
Campaign Optimisation  
Sales Enablement Engine  
Full Campaign Delivery  
Tech Stack Setup

100%



**b&h +.**

Sales Acceleration.

**includes:**

 **launchpad.**  
 **liftoff.**  
 **campaign accelerators.**

**hypergrowth**

# your launchpad.

## our 5-step launchpad process.

### 1 fuel up.

**Our discovery process.** Customised questions designed to target a deep dive into your agency's goals and vision. Igniting the build of our sales-first strategy.

### 2 data engine.

Feeding your insights into our system, we conduct **comprehensive analysis**. Including Including ICP development, competitor mapping, and persona research.

### 3 launch blueprint.

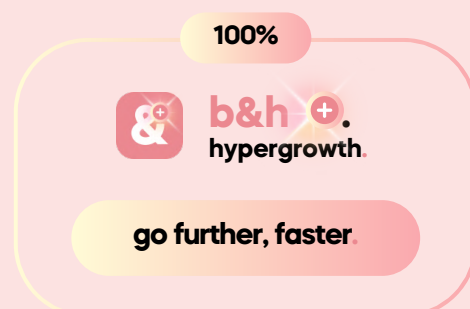
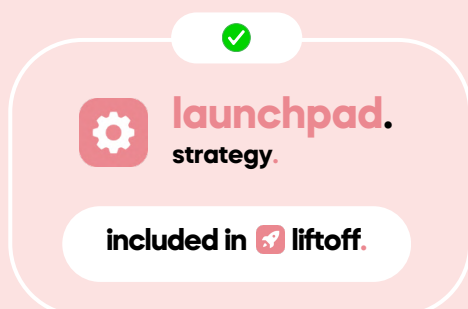
Translating data into action, we craft a **bespoke sales & marketing strategy**, supported by clear positioning, messaging, and funnel structure.

### 4 strategic orbit.

From strategy to launch, we build a **structured campaign implementation** guide, complete with channel focus and asset priorities.

### 5 3... 2...1... launch.

Your **Launch Document**, a complete strategy and execution guide. Presented by our team, **built to guide yours**.



# your liftoff.

our sales enablement engine.

## 1 outreach & nurture.

Automated outreach campaigns powered by our **3131 process**. Built to generate leads, warm prospects and drive engagement throughout the funnel.

## 2 sales assets & enablement.

Branded **sales materials** including decks, pricing tools, proposals and objection handlers. Equipping your team to convert faster with confidence.

## 3 conversion tools.

Nurture sequences, landing forms and whitepapers designed to capture attention and **convert leads** into pipeline.

## 4 content & visibility.

Weekly social posts delivered by our **pillars<sup>3</sup> process**. Keeping your brand visible, message consistent and sales efforts supported.


## 5 crm & automation.

Campaign ready CRM and automation to **track leads**, measure **performance** and **improve** follow up across every campaign.


## 6 campaign structure & support.

From funnel build to content delivery, checkpoints and reporting. Embedding **structure and accountability** into your sales and marketing engine.

## 7 sales velocity system.

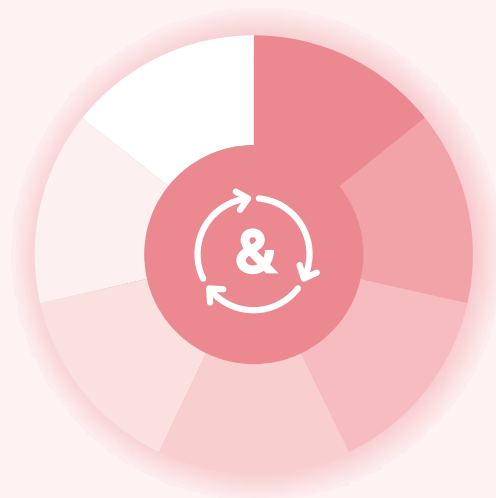
The **system behind**  **liftoff**. Connecting outreach, automation, content and CRM into one flow that accelerates your sales process.

## **our sales velocity system.** the system behind our sales enablement engine.

 **liftoff** isn't just delivery. It's a system, one designed to connect every stage of your sales and marketing process, from first contact to closed deal.

### Ready to see it in action?

Unlock your sales potential with our **free audit**.



0161 885 3770

## **campaign accelerators.**

Each accelerator boosts performance and fits directly into our **sales velocity system**.

### **social.**

Boost visibility with video, paid assets, and additional content.

**£445** + VAT

12-month term

### **search.**

Drive inbound leads with SEO across key search terms.

**£655** + VAT

12-month term

### **outreach.**

Convert faster with SMS and landing page upgrades.

**£565** + VAT

12-month term



**all campaign accelerators are included in b&h**  **launchpad. liftoff. campaign accelerators.  more.**

3...2...1...

our fully delivered sales enablement engine.



### Strategy & Positioning.

- ✓  launchpad.

### Outreach & Nurture.

- ✓ Automated Email Workflows
- ✓ 11 x CRM Nurture Emails
- ✓ 4 x '3131' Email Campaigns
- ✓ 4 x Conversion Nurture Sequences
- ✓ Sales Follow-Up Sequence

### Sales Enablement Assets.

- ✓ Funnel Build & Setup
- ✓ 4 x Downloadable Assets
- ✓ 4 x Lead Capture Landing Forms
- ✓ One-Page Sales Overview
- ✓ Branded Client Brochure
- ✓ BD Pitch Deck
- ✓ Case Study
- ✓ Proposal Template
- ✓ Sales Training Deck
- ✓ Client Qualifying Form (optional)
- ✓ Objection Handling Script (optional)
- ✓ Pricing Sheet (optional)

✦✦ sales enablement

**liftoff.**

your fully delivered  
campaign for **sales &  
marketing growth.**

**£1,550** + VAT

monthly

12 months

### Marketing Content.

- ✓ Weekly Social Posts with 'Pillars'<sup>3</sup>

### Tech & Support.

- ✓ Internal Campaign Setup
- ✓ CRM Setup & HubSpot Integration
- ✓ Tech Stack Integration
- ✓ Data Verification Credits
- ✓ Project Management Access
- ✓ Customer Success Executive
- ✓ Strategic Roadmap Meetings
- ✓ Campaign Checkpoints
- ✓ Campaign Reporting



# bristow & hardy



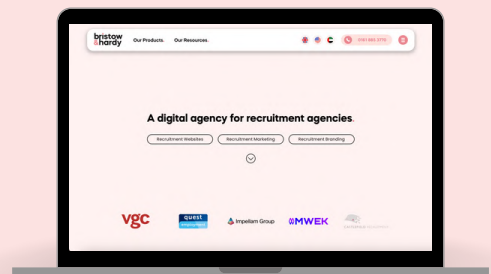
**Speak to our team.**

**phone.**

0161 885 3770

**email.**

hello@bristowandhardy.co.uk



search **'Bristow & Hardy'**