



UK Franchise Prospectus

**TERRITORIES
AVAILABLE
IN YOUR
AREA**



Interested? Contact us



franchise@salesgeek.co.uk



01254 920 120



**"NOTHING IS MORE
EXPENSIVE THAN A
MISSED OPPORTUNITY."**



**H. JACKSON
BROWN**

**Changing the way the
world perceives sales.**

Welcome to Sales Geek

Welcome To Our Geeky Franchise Prospectus

People land here for all sorts of reasons, but the ones who stay and read on are generally those who want a better way of life for themselves and their families. If you're an experienced sales leader, with at least 5 years' senior management under your belt, then I'm sure you'll be intrigued by our offer. Read more to find out about what the role and opportunity entails, the revenue potential, the key benefits to being a Geek, and the superb support package we have in place for all our Franchises. Setting up a business is tough, but you're never alone with Sales Geek. With over 800 years of collective sales and business experience; we've been there and have built in the processes and support teams to help you every step of the way to building your business. If this is for you, then give me a call and we'd be happy to discuss what a journey with Sales Geek might look like for you



Lucy Few
GEEK DIRECTOR

Interested? Contact us

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"SALES" HAS BECOME A DIRTY WORD AND WE HAVE HAD ENOUGH!



RICHARD FEW

Changing the way the world perceives sales.

About Us.



Richard Few
FOUNDER & CHIEF GEEK

I can't speak for you, but there's a strong chance I was in the very position you are now, reading this. I'd got to the top of my profession, was making great money, I still had a passion for sales and so much more to offer, but I was miserable. I was away from my young family more than was healthy, I worked all day, every day and knew deep down that I had to listen to that nagging voice inside me that there had to be a better way. A way to rekindle my love for my job, a way I could balance family life, a way I could work smarter, not harder and actually add real value to businesses that needed it most. That was the crucible from which Sales Geek arose. And I've never looked back. If this seems familiar to you then please read on, Geek life might just be for you too.

Your opportunity to change the world.

Imagine the thing you are most passionate about... Now imagine that everyone else's experience of that passion seems to be negative! That's how our Geeks feel everyday about their passion for sales. "Sales" has become a dirty word and we have had enough. Our mission is to **change the way the world perceives sales**. We can only change the world if we embody our values and live our mission, consistently providing ethical selling practices that work for us and our customers. This is your chance to become part of that mission. Your chance to become a Sales Geek.

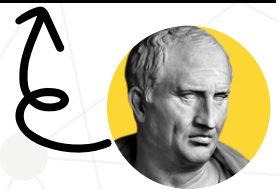


Watch the Sales Geek Story

Find out where it all started and how we ended up here and what that means for you as you consider a UK Franchise <https://bit.ly/TheSalesGeekStory>.



THE BEGINNINGS OF ALL THINGS ARE SMALL.



CICERO

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**A GAGGLE
OF GEEKS!**



Contact us



franchise@salesgeek.co.uk



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VALUES ARE LIKE FINGERPRINTS.
NOBODY'S ARE THE SAME, BUT YOU LEAVE
'EM ALL OVER EVERYTHING YOU DO.

ELVIS PRESLEY



**Changing the way the
world perceives sales.**

Our Values.

```
Formation date is Wed 1-02-2017
Enter start date at Sales Geek The 00-00-2023
Chief Geek Personal Computer
Version 4.4.0 (c)SalesGeek 2023

C:\> Starting Geek Code "what does it take to
be a Geek?"

C:\> "GEEKS CARE"
C:\> "GEEKS ARE BRAVE"
C:\> "GEEKS MAKE IT FUN"
C:\> "GEEKS GET **IT DONE"
C:\> "GEEKS ARE ALWAYS LEARNING"
C:\> "GEEKS CHANGE THE WORLD"
```

Our values are in our DNA. They are at the core of who we are as a business and as people and are what we want to be reflected in our brand

THE
GEEK
CODE



**Geeks
CARE**

Compassion starts at home. Being a Geek is belonging to a tribe. We look out for each other and that attitude transfers to our clients.



**Geeks get
IT DONE!

Procrastination is the thief of time. Time is our most precious asset, why waste it? Geeks commit to something, then do it.



**Geeks are
BRAVE**

Geeks speak up for what's right rather than what's easy. We are committed to a high standard of personal conduct and have the courage to make tough decisions.



**Geeks
ALWAYS
LEARN**

A Geek is never comfortable. We are genuinely excited to learn new stuff and adapt and thrive within an ever changing world.



**Geeks
MAKE IT FUN**

If we aren't having fun doing it then why bother? Geeks strive to transfer that innate sense of fun to our guests, clients and Geekophiles.



**Geeks Change
THE WORLD**

Our company was founded with the mission to: "change the way the world perceives sales". That mission has not faltered and each Geek has a contribution to make in realising it.



**BEING A GEEK MEANS HAVING
PASSION, POWER, INTELLIGENCE.**



OLIVIA MUNN.

What is a Sales Geek?

A Sales Geek is someone with who has a passion for sales. They understand the transformational impact that good sales processes can have on an business. They come from all sorts of leadership backgrounds but generally long for something better than they have now. Owning your own Sales Geek business means you can take back control of your working life to find a better balance that works for you and your family. And finally, you can use your skills and experience to make a real world difference in your own community that looks to you to help their businesses survive and thrive.



James Denny
CHIEF STRATEGY GEEK

Find a better balance that works for you and your family.

What does a Sales Geek actually do?

A question we get asked over and over. The answer is pretty simple but with layers of complexity that you'll uncover not just through reading this prospectus but every day in your life as a Geek. Ostensibly, a Sales Geek provides part-time Sales Director services and sales training for small and medium sized enterprises. As you learn more you will realise that Sales Geeks are also:

- Connectors
- Coaches
- Strategists
- Supporters
- Educators
- Mentors
- Therapists
- Tacticians
- Builders
- Planners
- Encouragers
- Realists
- Leaders
- Networkers
- Cartographers

But there's one thing a Sales Geek isn't

We are not consultants!

If there's one thing that's become a dirtier word than "sales" it's "consultant". And we don't play in that pool. Sales Geeks work together in partnership with businesses, we take ownership of sales functions and we leave businesses healthier than when we arrived!



PLAYING IT SAFE IS THE RISKIEST
CHOICE WE CAN EVER MAKE.



**SARAH BAN
BREATHNACH**

Why choose a Franchise business?

£15 BILLION

UK Franchises contribute over £15bn to the UK Economy up 46% in the last 10 years

 **BANKS
PREFER TO
LEND TO
FRANCHISE
BUSINESSES**

Due to their high
success rate



1%

Only 1% of franchises close
due to commercial failure.

+10%

Franchising contribution
to the UK economy has
risen 10% in 10 years



£150K

50%

of UK Franchises claim
an annual turnover
above £250K

60%

of Sales Geek Franchises
have an annual turnover
above £150K after 2 years

Finance* options available

We can put you in
touch with lenders
willing to offer you
finance to buy a Sales
Geek Franchise

29%

29% of Franchises
run multiple units



Survival Rates

47%

Small Independent
Businesses

92%

Franchise
Businesses



ONLY 1 IN 10 FRANCHISES FAIL

**WHETHER YOU THINK YOU CAN, OR
THINK YOU CAN'T — YOU'RE RIGHT.**



**HENRY
FORD**

In a Nutshell

A top level look at our offer



Franchise Success

Franchise businesses are 85% more likely to succeed than single person start-ups



What Does a Sales Geek Do?

A Sales Geek Franchise provides part time, interim Sales Director services to small businesses and Sales Training for sales teams



What Does a Geek Look Like?

If you are an experienced sales leader and fit with our values on page 5 then it's likely you're a Geek, you just may not know it yet!



What About The Numbers?

Your Franchise is £63K with £35K upfront (+VAT). The rest is staggered across the next 4 years. There are ongoing fees in addition to this.



What Returns Could I Get?

You could be earning up to £150K in your first year and up to £200k in year 2 (See Earning Potential details on page 36).



Why Choose Sales Geek

Our brand, existing processes, training and support systems do a lot of the heavy lifting for you as you set your business up. As a Sales Geek you will be right at the centre of your local business community and it's there that you will give and receive the most value.



**CHIEF
OPERATIONS
GEEK, BEN**



**A SATISFIED CUSTOMER
IS THE BEST BUSINESS
STRATEGY OF ALL.**

MICHAEL LEBOEUF



**Changing the way the
world perceives sales.**

KEY STAT

**DARREN HAS
GENERATED OVER
HALF A MILLION
POUNDS IN
REVENUE OVER
THE LAST 3 YEARS
FROM JUST 26
CLIENTS**

The Geeklife.

What impact has being a Geek had on me and my life? Easy – a spectacular change that has exceeded my expectations, and then some. Everyone in life needs their own special tribe, their very own bunch of misfits that gel together to create something special. Sales Geek is mine. I knew it from the moment I walked into the office. My confidence levels have soared, I believe in myself more, I know my value and share that with others, I've made some amazing friends for life, and we have a shared passion for change and an intense loyalty that you can't replicate, it's just there. It's allowed me family time, emotional freedom and lit a new fire in me to create an infinite sales legacy.

***I smile every day, even when I'm exhausted,
I have the best job in the world.***

What impact have I had on others as a result of being a Geek? This happens on two fronts – family and business colleagues. For my family, the positive impact has been incalculable. The happiness I have, the time I spend with them, the little luxuries we now have as a result of the reward of what being a Geek allows me to earn, it's all changed everything about my home and family life. I smile every day, even when I'm exhausted, I have the best job in the world. They see that, and it makes them happy. For my clients and colleagues, they describe it as having their own sales business therapist. It's very cathartic for them, they have the time to stop, learn, reflect, and implement new strategies and methods they didn't know existed. It's liberating and validating for them at the same time. Not to mention increasing revenues and profits for them ultimately. The feedback is that we ARE changing the way the world perceives sales, one person and one business at a time.



Darren Neill

**SALES GEEK
EAST LANCs &
PRESTON**

”



THE ONLY LIMIT TO OUR
REALIZATION OF TOMORROW WILL
BE OUR DOUBTS OF TODAY.



FRANKLIN D.
ROOSEVELT

Where do Geeks come from?

Our Geeks have **impressive backgrounds**, but what matters
isn't where you come from; it's where you are going...





**HOW YOU DO
ANYTHING, IS HOW
YOU DO EVERYTHING**



**MARTHA
BECK**

A day in the life of a Geek

What does a Sales Geek Actually Do?



8.00am - 9.30am

Sales Club

Sales Clubs are just a perfect way to introduce Sales Geek to your community, add value and strike up conversations. Sales Geeks show you how to set them up in partnership with Chambers of Commerce or similar.



9.30am - 10.30am

Networking

There's no substitute for working a room and talking with people as a business development tool for your growing Franchise. There's usually a steady stream of leads from a community you come to like, know and trust.



11.00am

Client Call

Not all the work you do will be in-person delivery and sometimes there's a chance for a quick catch-up or a client might call just for some advice. I love that being a Sales Geek is NOT the same as being a consultant. We are invested (not financially) in someone's business.



12.30pm

Training

As a franchisee most of your work will be with small businesses in your community but the power of the Sales Geek brand often pulls a larger business or two into your orbit. Often training for really large clients is delivered by multiple Geeks and is a great chance to learn from each other.



3.00pm

Pick the kids up from school

This is one of the reasons I love owning my own Sales Geek business. I can build my working life around family life. If I want to go to a school assembly or sports day, I can. Sales Geek offers me total freedom to build my own schedule.



4.00pm

YSD Session

Once again the flexibility of being a Sales Geek allows me to work around my client's schedule when necessary. I can see first hand the impact my input into their business has. I love the fact that as a Sales Geek we can take ownership of a sales function and revenue lines for a client and get them functioning as they should.



8.00pm

Date Night

Another reason we do what we do. I've definitely become a better husband since becoming a Sales Geek. I'm more present, less worried and consumed by my job, so I can make time for the ones I love.



Aaron White
SALES GEEK BOLTON



SALES GEEK

Changing the way the world perceives sales.

All Aboard.

Sales Geek onboarding week is the funnest yet most intense training course I've ever been on. It is so well organised, the HQ team are really welcoming, the office and training space is perfect and the view of the Cathedral and square below just caps everything off. Even little things like knowing which music you like so it can be played in the office or having your favourite foods and drinks available, the HQ team go out of their way to make you feel part of a family. There's so much to learn that in the hands of a less experienced training team it could be overwhelming. But they really have an understanding of how people learn so everything is more digestible. In any case the sessions are filmed in a professional manner so you can catch up on them later on.

the funnest yet most intense training course I've ever been on.

Whilst you are in the North West the HQ team build in social events across the calendar so you aren't left alone in the hotel room all week, there's plenty to do in the evenings and memories to be made with new found friends and a new understanding of what it means to be a Geek.

And then once you travel back there's still plenty to learn with four additional weeks of online training making sure you are equipped to hit the ground running as your friendly neighbourhood Sales Geek.

”

GEEKS ARE EVERYWHERE. AND THEY'RE COOL!



FAITH SALIE

KEY STAT

MARK HIT THE GROUND RUNNING, SECURING HIS FIRST CLIENT AT 4 DAYS PER MONTH WITHIN 2 WEEKS OF BECOMING A GEEK



Mark Hargreaves
SALES GEEK HALIFAX, BRADFORD & HUDDERSFIELD



**NEW RECRUITS
DAVIE, IAN & KAV
JOIN THE TEAM AT
HQ FOR INDUCTION**

Contact us



franchise@salesgeek.co.uk



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**Changing the way the
world perceives sales.**

**THE MORE YOU
LEARN, THE MORE
YOU EARN.**



**WARREN
BUFFETT**

Onboarding & training.

Onboarding



All new Franchisees attend UK training for one week at our HQ Offices in Blackburn. *Dates to be set.**



WEEK 1: Teaching you the core components of running your own franchise business selling our products and services.



WEEK 2: Focus on the things you need to do to be successful. Sessions on networking, branding, marketing, Geek tools and how to use them.

**GEEK HQ IN THE
UK WHERE YOU
WILL UNDERTAKE
YOUR FIRST WEEK
OF ONBOARDING
TRAINING**



Mel Horrocks
**HEAD OF
FRANCHISE
TRAINING
DEVELOPMENT**

Further Training



WEEKS 3-8: Structured training delivered online that continue the focus on both your business operations, a deep dive into our products and how to use them.



Quarterly Franchise meetings, a great opportunity to learn from and support each other



Exams to achieve Institute of Sales Professionals endorsement for you to deliver all our training



Ongoing training is provided

*You will be required to fund and arrange your travel arrangements separately,



IF YOUR CULTURE DOESN'T LIKE GEEKS, YOU ARE IN REAL TROUBLE.



**BILL
GATES**

Meet the UK support team

These are the guys you will meet during your UK onboarding and the ones that are guiding the good ship Geek, supporting your regional franchise base.



Richard Few
Founder & Chief Geek



Lucy Few
Chief People Geek



James Denny
Chief Strategy Geek



John French
Chief Marketing Geek



Graham Campbell
Brand Geek



Melanie Horrocks
Franchise Dev Geek



Tom Crook
Franchise Manager Geek



Ben Blackman
Chief Operations Geek



Sana Malik
Franchise Ops Geek



Amy Vanheste
Ops & Compliance Geek



Owen Phillips
Head of Global
Marketing Geek



Luke Wilkinson
Finance Geek



Milly Wardle
Marketing Geek



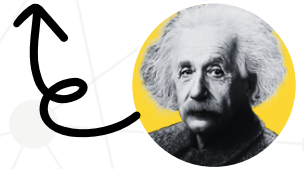
**MORE
GEEKS
COMING
SOON**



**Changing the way the
world perceives sales.**

Your Opportunity.

**IN THE MIDDLE OF
DIFFICULTY LIES
OPPORTUNITY**



**ALBERT
EINSTEIN**

Since launching in 2017 our business has grown exponentially and we have helped hundreds of businesses to grow and flourish. To meet demand in we have expanded our franchise network across the UK and now into the USA with pioneering Geeks across 13 states*, into India, Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, and the United Arab Emirates. Sales Geek are proud to offer you the opportunity to run your own successful UK business providing much needed part-time Sales Director services and sales training to businesses in your chosen territory. We have established a multi-award winning business model with proven methodologies, processes and tools to support your growth every step of the way. Sales Geeks have never been in higher demand. Read more to find out about what the role and opportunity entails, the key benefits to being a Geek, and the superb support package we have in place for all our Franchises in the UK.

**Sales Geeks have never
been in higher demand**

This is a start-up business, it's hard work but you're never alone with Sales Geek. With over 800 years of collective sales and business experience; wherever you are on your journey there is a Geek that has shared experiences you can learn from. From sign up you'll get your own personal territory, with the ability to carve out your own patch delivering Sales Geek services and increasing your earning potential. Along the way there will be plenty of energy and support. When you get it right, your hard work will reap significant rewards.



James Denny
**CHIEF
STRATEGY
GEEK**

Interested? Contact us

 **franchise@salesgeek.co.uk**  **01254 920 120**



SALESGEEK

**Changing the way the
world perceives sales.**

**THE GEEKS SHALL
INHERIT THE EARTH - I'VE
ALWAYS SAID THAT.**



**CINDY
MORGAN**

Sales Geek Takeaways

My biggest takeaway on becoming a Geek is the investment of time, process, product and people there has been to gear me up for success and keep me enthused and encouraged on my new business journey. I could see that every step of the way that I mattered to everyone and they really want me to feel valued, and part of the Sales Geek family, invested in my success and happiness. From the start I have been really motivated and enthusiastic to go out into my business community and spread that same spirit to my network, clients and friends.

I could see that every step of the way that I mattered to everyone and they really wanted me to feel valued, and part of the Sales Geek family

”



Gene McCabe
Chief Geek Florida

Phil Solomon
SALES GEEK
MILTON KEYNES

Contact us



franchise@salesgeek.co.uk



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CHIEF GEEK, RICHARD

Contact us



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**PERFECTION HAS TO DO WITH THE
END PRODUCT BUT EXCELLENCE IS
ALL ABOUT THE PROCESS**



**JERRY
MORAN**

Our products & services

At Sales Geek we have three core products that will likely make up the greatest percentage of your income stream but behind them sits a suite of great services that supplement the work you do with your clients or can stand alone to address specific needs. We go into more detail about the core product suite later but here's a quick overview.

Your Sales Director (YSD)

As a Sales Geek you become a part-time sales director for small and medium sized businesses in your community. It's an affordable way for SME's to utilise your sales talent and experience to help grow their business. YSD is our flagship product and the one that started it all for us. There has never been a higher demand for this service but we have also built out five additional services within the product suite offering you a way to approach prospective clients individual needs and supplement those of existing clients.

Your Sales Trainer (YST)

A high-class ISP* endorsed sales training offering to transform your clients sales operations. You are able to tailor your approach based on clients needs whilst still using the cutting- edge, proprietary training resources we train you to use for maximum impact. YST works best with established, medium to large sized businesses. And if you land a "whale" like many of our Geeks have, you have access to the whole network of Geeks to help you deliver the programme you promise.

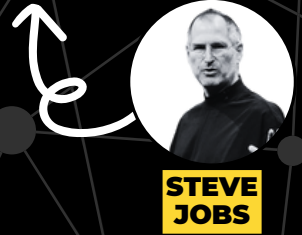
The Sales Geek Academy & App

An online digital learning platform, self contained within our Sales Geek app. The Academy includes short sales "insight" videos, available for free, as well as longer form ISP* endorsed training on the app and/or desktop. The Sales Geek Academy is the perfect way to add even more value to your clients whilst allowing you to generate an additional, passive income stream





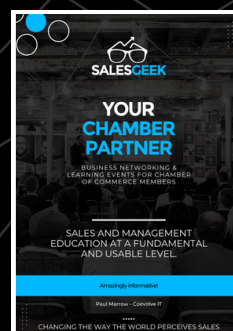
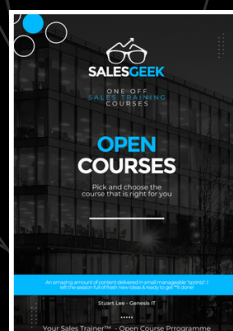
YOUR WORK IS GOING TO FILL A LARGE PART OF YOUR LIFE, AND THE ONLY WAY TO BE TRULY SATISFIED IS TO DO WHAT YOU BELIEVE IS GREAT WORK.



Our product family

All our services can be delivered as stand alone products or bundled together to build out bespoke programs, tailored to your clients need. Comprehensive training is given on how to deliver all our products.

YSD Products





**TIME TO GET
YOUR GEEK ON**

Contact us



franchise@salesgeek.co.uk



01254 920 120



GREAT SALESPEOPLE ARE RELATIONSHIP BUILDERS WHO PROVIDE VALUE AND HELP THEIR CUSTOMERS WIN.



Your Sales Director

Hiring a Sales Director or VP of Sales is a big deal for any company, particularly for small or medium-sized businesses, it is critical that they get it right. A talented, experienced, Sales Director like you, could make a world of difference in helping drive the future business growth. However, hiring the right one is fraught with problems. A Sales Director's salary can be prohibitive, particularly if they want the very best sales leaders with significant experience and a great track record in sales growth.

In sales, the cream almost always rises to the top and in return, the very best in the sales profession get heavily rewarded. Usually, the most talented sales professionals end up in large corporate organizations, typically being paid a salary beyond the reach of most businesses. Sound familiar? This could even be you right now!

When it comes to sales, you are the cream of the crop

The cream of the crop is now available for businesses of all sizes - That's you! When a small business hires you as their Sales Geek, they are tapping into all your experience and expertise at a fraction of the cost it would take to hire you full-time. Using our flexible, fractional model, you will act as your clients' Sales Director and the work you do will transform their sales operations and the people within it and behind it. For most businesses, you will probably work between one to three days per month but many Geeks have clients they work with once a week or more.

Not only will you be bringing your talent and experience to bear for your clients but you will have access to the systems, strategies, processes and resources Sales Geek have built over years of doing this. We know they are proven to work, we've seen the transformational impact they have over and over, so we constantly provide updates for you that refine our offering and the impact you can provide your client. For example at the time of writing we are on YSD version, 9.0. Additionally, you aren't alone! Whatever challenge you are presented with there is a global community of Geeks with 900+ years of sales experience that are there to help you.



**DAVID POOLE (SALES
GEEK COVENTRY)
DELIVERING SALES
GEEK TRAINING**

Contact us



franchise@salesgeek.co.uk



01254 920 120



**I LOVE WORKING
FOR A COMPANY
FULL OF GEEKS.**



**JOHN
LASSETER**

**Changing the way the
world perceives sales.**

From Across the Pond

**AT GEEK YOU WILL
BE PART OF A
GLOBAL FAMILY.
WE DON'T JUST
HAVE GEEKS IN
THE ENGLAND,
SCOTLAND, WALES
& IRELAND. THERE
ARE SALES GEEK
FRANCHISES IN
THE USA, INDIA &
THE GCC* WITH
MORE COMING
ABOARD ALL THE
TIME**



**Joe
Heikkinen**
**SALES GEEK
TEXAS**

“

I was first attracted to Sales Geek by their branding and clear value set. I was looking for new opportunities and they stood out. After speaking to Richard and James at length I knew it was the right thing for me. The trip over to the UK for onboarding was fantastic and being paired with another new American Franchisee was really helpful in making me feel at home. The whole process was fantastic; intense with lots to digest but delivered in a fun and engaging way.

**What I learned in England help me hit
the ground running back in Texas**

What I learned in England help me hit the ground running back in Texas and I was able to leverage my existing network to get two clients on board within my first two weeks. I would heartily recommend taking the leap in becoming a Sales Geek franchise owner, the scale of the opportunity in front of you is massive.

Contact us

 **franchise@salesgeek.co.uk**  **01254 920 120**



ENDORSED TRAINING PROVIDER

Institute of Sales
Professionals

Your Sales Trainer

Sales Geek offer the highest quality sales and leadership training, both face to face and digitally, to create our award-winning blended learning solutions. Our training has been fully endorsed by the Institute of Sales Professionals so you can be confident that you are delivering the very best training for your clients.

Training endorsed by the Institute of Sales Professionals

Our training curriculum covers all aspects of sales capability, leadership & management development, change management, culture change, customer services, account management, and much more. Content is delivered either in isolation as a fully-fledged training programme or as a combination of services from the Sales Geek portfolio. Large scale clients with complex needs are usually categorized as "house accounts" and delivered by a select group of best-fit franchises.

Sales Geek training typically works on a retainer model for most organizations, although 'one-off' open courses are available. Retainers can last anywhere from 3-12 months depending on the needs and objectives of the customer. Our model gives you the flexibility to work the volume of days per month you wish, based on what you want to earn.

Now that word has got out, our training is being delivered to some of the largest and most prestigious companies in the world and Your Sales Trainer is the perfect route into working with larger organizations. It also ties in perfectly with our online Academy and suite of other products.

Organizations Sales Geek have recently trained





ENDORSED TRAINING PROVIDER

Institute of Sales
Professionals

The Academy^{*}

Whether it's YST or other products in our training portfolio there's always that perception that sales training can be problematic. The Sales Geek Academy gives you a crucial edge in a competitive market as it offers several advantages to your client; including the ability to access training materials on-the-go, the convenience of self-paced learning, and the use of gamification techniques to increase engagement and motivation. Ultimately, The Academy is perfect tool for sales teams to enhance their skills, increase productivity, and drive better results. And it's perfect for you too as it provides a great source of additional, recurring passive income.

Pitching sales training has always been problematic.

At Sales Geek our mission is to "change the way the world perceives sales" and a key component in our effort is removing barriers to high-quality training. The Sales Geek Academy has a "freemium" version offering all users access to a selection of free short form training videos, available on their phone, or desktop, wherever they are. It's a great tool for you to build engagement with the Sales Geek brand in your community and offer your network loads of added value at no cost. Once a client signs up with you, all users get access to the full range of our online training library plus a management dashboard and an affiliate partner programme. And of course all the training is endorsed by the Institute of Sales Professionals.

THE PROBLEM WITH SALES TRAINING...

SINGLE
FORMATMULTI
FORMAT

Short-form, podcasts, e-learning. The Academy can be bolted onto other Sales Geek Products such as Your Sales Trainer

LOW
ENGAGEMENTHIGH
ENGAGEMENT

Sales Geek produce industry leading engaging content, but if you aren't "feeling it" revisit your module when you are!

SCHEDULING
NIGHTMARETRAINING
ON-TAP

It's usually impossible to get everyone that needs to be there in a room at one time. So don't try. Take the training to them

LACK OF
RETENTIONHIGH LEVEL
RECALL^{*}

E-learning is proven to increase retention rates by between 25% and 60% compared to around 10% with face to face training alone

NO ONGOING
TRAININGUPDATED &
REOCCURRING

The Sales Geek Academy keeps evolving, more content is regularly added & new franchisees can personalise content from the start

SALES GEEK ACADEMY SOLUTIONS

^{*}Source: SHIFT 2022

^{*}The Sales Geek Academy retails at £20 per person per month with built in discounts for organizations with 20 and 50 user licenses. There is also a Freemium version with limited content access. Perfect as an introduction to Sales Geek.

**OWNING A FRANCHISE ALLOWS YOU
TO BE IN BUSINESS FOR YOURSELF,
BUT NOT BY YOURSELF.**

UNKNOWN



Key Benefits

To owning a Sales Geek Franchise



Proven systems & processes to run your business efficiently



SALES GEEK
Full use of the Sales Geek Brand & resources



Extensive library of branded marketing resources



Your own exclusive territory

Carve out your own patch delivering Sales Geek services, increasing your earning potential



World class onboarding programme*



Quarterly Franchise Support sessions



800 years+ sales leadership experience

Your training endorsed by the ISP

The training packages you deliver are endorsed by the Institute of Sales Professionals



Buddy scheme with other Franchise owners



High income potential




Large secondary revenue potential



Build in long term value

When the time comes, bring on employees or business partners & build an asset you can sell

*includes 5 days training at Geek HQ in Lancashire and a remote learning package



**PIPPA (SALES GEEK
SHREWSBURY) TALKS
WITH A CLIENT**

Contact us

 **franchise@salesgeek.co.uk**  **01254 920 120**



SALESGEEK

**EVENTUALLY, THE GEEKS
WILL HAVE THEIR DAY.**



**JUDD
APATOW**

**Changing the way the
world perceives sales.**

Geeky Advice



My advice to anyone considering taking on a Geek Franchise is to talk to the team and find out more, especially for those who have always wanted to run their own business but maybe worry about all the 'other stuff' getting in the way of what they love. With the support of Team Geek behind you, that worry is taken care of.

**With the support of
Team Geek behind you,
worry is taken care of.**



**Jon
Whitby**
**SALES GEEK
CHESHIRE EAST**

Contact us



franchise@salesgeek.co.uk



01254 920 120



**OWNING A FRANCHISE ALLOWS YOU
TO BE IN BUSINESS FOR YOURSELF,
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UNKNOWN

Geek Support

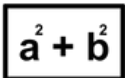
What we do to support you.



An Exclusive Territory

You will have a large, exclusive territory allowing you to build a sizeable business over the coming years.

Proven Business Formula



As a Sales Geek franchise, you will have the opportunity to build your successful business with the training, support, and experience of an established business behind you. We have an Award Winning proven business formulas that will form the basis on which your franchise operates.



Use Of Our Award-Winning Brand

As part of your franchise agreement, you can operate using all the successful Sales Geek processes and systems, including the name, logo, and website. This gives you instant leverage through our well established brand and the confidence to go out into the market place and get off to a good start.



Be Part Of A Big Team

As a franchise owner, you won't be on your own. You'll have an expanding network of fellow Geeks with which to build relationships and knowledge banks. The 'Geek' community has hundreds of years of experience and will be there to support you, bounce ideas off, share learning, and share opportunities.



World Class Onboarding

From the moment you walk into our HQ offices in Blackburn for your first day of onboarding our team are working hard to make you feel welcome and at home. There's so much to learn so it could feel overwhelming but our experienced, dedicated team make sure everything is fun and easily digestible and at the end of the day there are planned activities to make sure you aren't left along in your hotel room (unless you want to be of course!)



Geek Support 2

Training & Development

Ongoing Training & Support



In addition to our world class onboarding programme, which includes everything you need to know about setting up and running your business, we have an in-depth franchise training programme, including: CPD, product update training and our quarterly Franchise meetings.

ISP Endorsed Training



All the sales training you deliver for your clients is endorsed by the Institute of Sales Professionals. Indeed once you have undertaken our induction programme and completed a Fair Ethics assessment you will be recognised as member of the ISP with post-nominals to reflect that. A great way to demonstrate your own status and integrity to prospects as well as the efficacy of your training.

CPD Training Points



An added advantage of our endorsed training is your clients can be issued CPD points for each hour of Sales Geek training they undertake, working toward ISP membership status themselves. This is an attractive element of your training for medium to large sized businesses and should allow you to access to those types of clients as you grow your business.

Mentorship & Development



Sales Geek invests in your development with mentoring and coaching aimed at supporting your business and personal growth. We will buddy you up with an experienced franchisee who will prove invaluable with the insight they have from their formative months and, when the time comes, we have a programme designed to support your scale up efforts.



Geek Support 3

Supporting your business growth

Lead Generation



We have proven strategies for generating leads and business. Key areas covered include target markets, sales activity, lead generation tools and techniques, lead conversion and how to maximise the amount of money in the deal. We can teach you how to generate leads like a Geek. However, there's no substitute for great networking and being visible in your community.



Marketing

There is a marketing support library with focussed social media collateral for you to use on your own channels. A territory landing page is an optional extra.



e - Tool Kits

We have a range of diagnostic tools that help provide valuable insight into your clients, their business, people, brand, and operational effectiveness.



e - Proposal System

You'll have access to our top-class e-proposal system, enabling video content and a digital sign off.



Office Tools

Depending on your startup needs, we provide you with the licenses and set up for a digital office with CRM, Sharepoint, Zoom, online proposal system and social media platforms.



**GEEKS ARE
ALWAYS
LEARNING**

**QUARTERLY MEETINGS ARE A
GREAT CHANCE FOR EVERYONE
TO COME TOGETHER & POOL
THEIR KNOWLEDGE AND
EXPERIENCES**



**AM VERY PROUD
IN SAYING THAT I
AM A GEEK.**



**JAMES
MARSTERS**

**Changing the way the
world perceives sales.**

Infrastructure Project.

“

My journey owning my Franchise has been nothing short of incredible so far. The infrastructure and framework that HQ provides, allows me to get stuck into the most important aspect of any business and that's the task of growing it. Without the network of franchisees to tap into, starting my business would still be a lonely place and the ability to lean from the team when needed is invaluable. I have big aspirations to take my franchise to the next level and change the way the world perceives sales.

**The ability to learn from the
team when needed is invaluable.**

”



Aaron White

**SALES GEEK
BOLTON**

Contact us



franchise@salesgeek.co.uk



01254 920 120



EVERYONE WANTS TO LIVE ON TOP OF THE MOUNTAIN, BUT ALL THE HAPPINESS AND GROWTH OCCURS WHILE YOU'RE CLIMBING IT.



ANDY ROONEY

The Franchise Package

Franchise Cost - £63K + VAT

£35K initial payment with £7K to pay at the beginning of years 2 - 5

ongoing fees*

% of turnover (self-generated leads
This covers ongoing support, admin & training

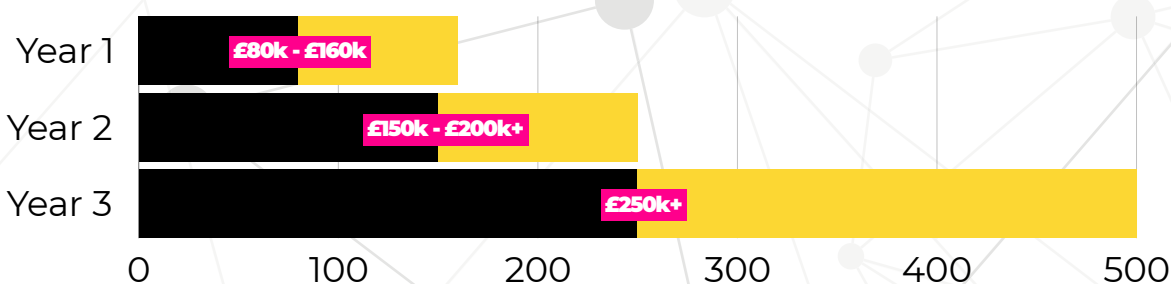
£200 per month
Rising to £350 in years 2-5

System license fees

**finance
options are
available**

Your earning potential

Below is the potential revenue we would expect you to achieve in the first two years, based on 12 'consulting' days per month. If you work more days than this, then the profits can be higher. Many of our Franchises have hired their first employee inside their first one to two years, so we have added expected potential income from year 3 based on you scaling the business, adding extra employees and increasing your utilisation of our products and services.



*These figures are for illustrative purposes only and no guarantee of earnings can be given. We do not guarantee you leads for your Franchise. Earnings are dependent on the effort you spend growing your Franchise region.

**"STOP SHRINKING TO FIT PLACES
YOU'VE OUTGROWN"**



**FURAHA
JOYCE**

Are you a Geek?

Do you fit our Geeky Profile?

First of all are you ready to join our mission to change the way the world perceives sales? Secondly, do you identify with our core values at Sales Geek (See below). If so you are half way to becoming a Geek already.

Are you ready to change the way the world perceives sales?



**Geeks
CARE**



**Geeks
MAKE IT FUN**



**Geeks get
IT DONE!



**Geeks are
BRAVE**



**Geeks
ALWAYS
LEARN**



**Geeks Change
THE WORLD**

You will be hardworking, and have the drive and determination to succeed. Additionally, you'll enjoy dealing with a broad range of people. Attitude is the most important thing, all other business aspects we can develop with you through training and support.

We want to work with people who believe in excellent service and those who want to deliver this to customers. Most of all we need people that fit in with our company values and match these key characteristics:

- Keen to run your own business
- Good with people
- Able to work hard for yourself
- Honest and reliable
- Want to earn a substantial income
- Team player



SALESGEEK

GEEKS ARE PEOPLE WHO LOVE SOMETHING SO MUCH THAT ALL THE DETAILS MATTER.



**MARISSA
MAYER**

**Changing the way the
world perceives sales.**

Love #Geeklife

“

Once I decided to become a Sales Geek I've never looked back, it's the best job I've ever had! I've been in sales for over 30 years, 20 years of which were in the corporate world as a sales leader. Now as a Sales Geek I get to help dozens of different businesses and I love it! No more rat race, no more meetings about a meeting and no more wasted time commuting. Now I get to work the hours to suit me, I get to choose who I work with, and all in my local area. Plus, I'm part of a family who help support each other when ever needed. Best decision I ever made!

Ray Wheeler

**SALES GEEK CENTRAL
& N. HERTFORDSHIRE**

the best job I've ever had!

”

Contact us



franchise@salesgeek.co.uk



01254 920 120



SALESGEEK

SALESGEEK

SALESGEEK

**OUR FIRST GEEKS
IN THE USA, JOE &
GENE JOIN US FOR
ONBOARDING**

Contact us



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01254 920 120



THE INSURANCE OF WORKING WITH A BIG,
ALREADY SUCCESSFUL FRANCHISE JUST
GIVES YOU THE CHANCE TO DO OTHER
THINGS ON A MORE PERSONAL LEVEL.

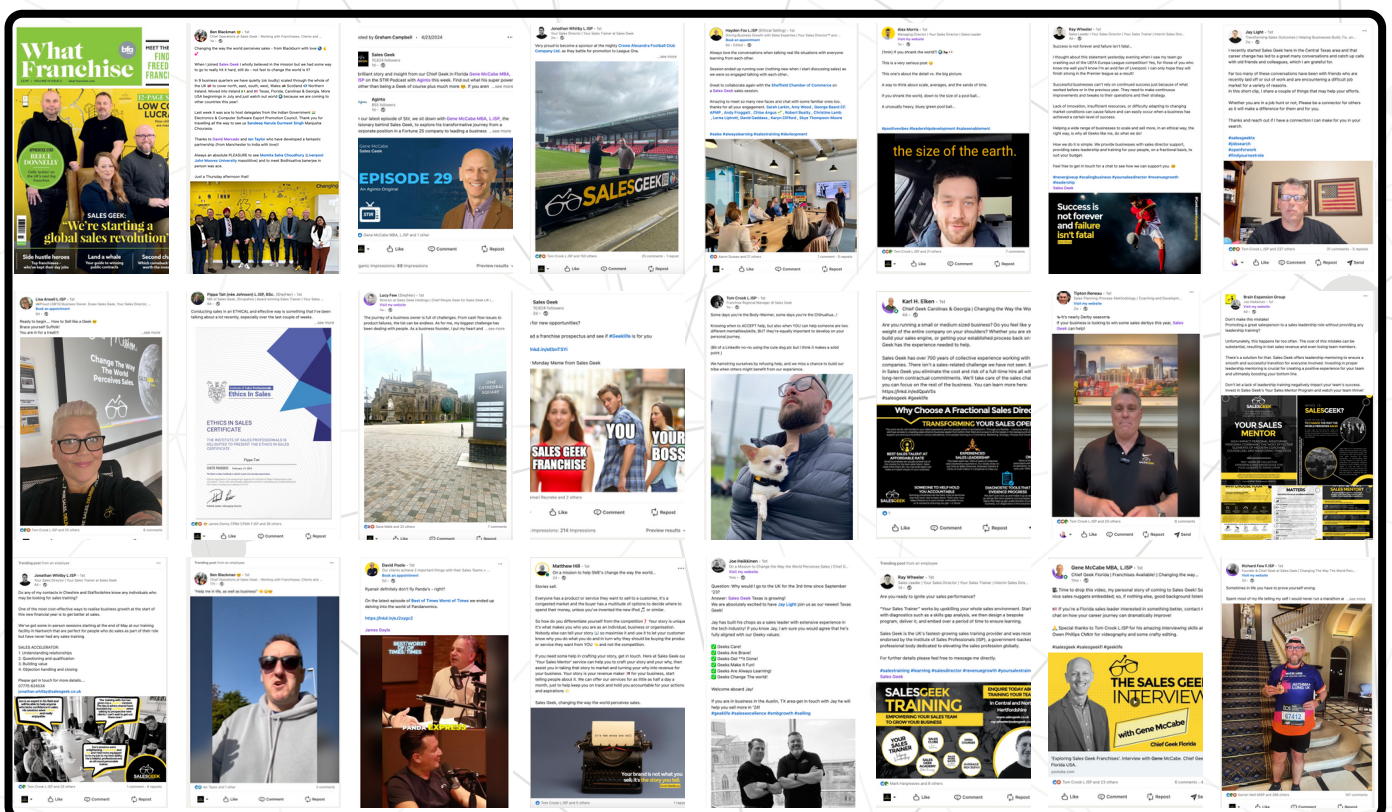


**JASON
STATHAM**

What are we up to?

The answer? Loads!

There's always loads going on at Sales Geek. We even have a big yellow wall dedicated to the **it we get done (see below). And there's loads of stuff you can get involved with right from the start. Why not provide a Sales Masterclass for the Sales Geek Academy? We'll give you the tools and knowhow to do just that. Tune in to our podcasts sessions and contribute your expertise. Using our existing successful model, you can form a Sales Club with your local Chamber of Commerce. Hundreds of local businesses across your region could attend your event every quarter. You could hold a Workshop Wednesday for businesses in your local area or stage your own face-to-face open training courses. We have a suite of Sales Geek products that you can sell or use to generate local leads and brand recognition on top of the core Your Sales Director and Your Sales Trainer products. Take a look at our Geeks on LinkedIn to get a snapshot of what is going on.





IT IS GOOD TO WIN AWARDS
BUT THE MOST IMPORTANT
IS TO WIN TOGETHER.



N'GOLO
KANTE

Sales Geek Award Stack

Some of our recent
awards and recognitions



INSIDER

Included as one of
the 30 most exciting
companies to work for.



VIRTUAL FRANCHISING AWARDS

Finalists



BIBAs

Winner Growth
Business of the Year



PCS

Accredited practitioner &
Strategic Partner of PCS



RED ROSE AWARDS

Only company to win 3
Awards in a single year



QFA

Member of the Quality
Franchise Association



ENDORSED TRAINING PROVIDER

Institute of Sales
Professionals

We are thrilled that our sales training is endorsed by the Institute of Sales Professionals and
as a result they can issue CPD points to those that undertake Sales geek Training



**SUCCESS IS WHERE
PREPARATION AND
OPPORTUNITY MEET.**



**BOBBY
UNSER**

**Changing the way the
world perceives sales.**

What Now?

Still interested?

Let's do this! **We know buying a franchise is a big commitment and you will have loads of questions** and want to get a feel of us as Geeks and people. That's great, if you are still interested in finding out more then get in touch. We'd love to speak to you! First port of call is to contact us and arrange a first call with our Directors James, Lucy & Rich.

Contact us

 **franchise@salesgeek.co.uk**  **01254 920 120**

Want to understand more about Sales Geek, who we are and what's going on in our Geeky world then follow us on LinkedIn, check out our main page and also our Life page. Also our You Tube page has plenty of content regularly updated.



www.linkedin.com/company/sales-geek
www.linkedin.com/company/sales-geek



<https://www.youtube.com/@SalesGeek>



Lucy Few
CHIEF PEOPLE GEEK



PLAYING IT SAFE IS THE RISKIEST
CHOICE WE CAN EVER MAKE.



SARAH BAN
BREATHNACH

Why choose a Franchise business?

**over £5m
turnover
by our
Franchises
since 2020**

*Period April 2020 - March 2024



“Everyone wants to live on top of the mountain, but all the happiness and growth occurs while you’re climbing it.”



Case Studies

Year on Year Franchise Business Growth*

For a breakdown of financial considerations in the USA, please refer to the regulatory FDD.



Ryan McAnlis (Northern Ireland)

Year 1 — Geek Start Date – September 2022

Total Turnover - £169,540

171.25 Days engaged | 22 Clients engaged



Dave Mercado (Manchester)

Year 2 — Geek Start Date – March 2022

Total Turnover - £320,891

Year 1: £115,000 | Year 2: £205,350

318.5 Days engaged | 39 Clients engaged



Darren Neill (Lancashire)

Year 3 — Geek Start Date – March 2021

Total Turnover - £482,415

Year 1: £91,329 | Year 2: £196,040 | £195,046

478 Days engaged | 28 Clients Engaged

*based on UK Franchises. All figures are converted from £GBP. Examples from Franchises that brought on employees to cover demand. Revenue examples are not guaranteed