

The

Sales Geek Solo

Franchise Prospectus

FROM

 **NatWest**

£13,000 +VAT

FUNDING OPTIONS AVAILABLE

Interested? Contact us



franchise@salesgeek.co.uk



01254 920 120



SALES **GEEK**

"NOTHING IS MORE EXPENSIVE THAN A MISSED OPPORTUNITY."



H. JACKSON BROWN

Changing the way the world perceives sales.

Welcome to Sales Geek

Your Sales Geek Solo Franchise Opportunity

People land here for all sorts of reasons, but the ones who stay and read on are generally those who are retired, semi-retired or looking for an additional income stream whilst giving back to their community. Maybe you have looked at our full Sales Geek franchise offer, but that hasn't been quite right for you. Perhaps you want more of a lifestyle business, or you still have a full or part-time job that you don't want to relinquish.

A Sales Geek Solo Franchise could be a perfect fit for you.

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 can be 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 the processes and support teams to help you every step of the way. If this is for you, then give us 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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SALESGEEK

"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 my journey in sales will resonate with you. I'd got to the top of my profession, was making great money, 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 to balance family life, a way to work smarter, not harder, and actually add real value to businesses that need it most. That was the crucible from which Sales Geek arose. And I've never looked back. If this seems familiar, if you want to support the sales leaders of tomorrow, 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 every day 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.

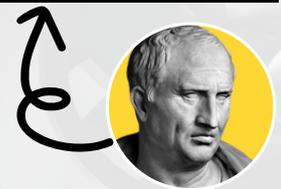


Watch the Sales Geek Story

Find out where it all started and how we ended up here and what that means for you as you consider a Master 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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SALESGEEK

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"
```

THE GEEK CODE

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.



Geeks CARE

Compassion starts at home. Being a Geek is belonging to a tribe. We look out for each other, and that attitude is transferred 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 things, adapt to changing times, and thrive in 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 remained strong, 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 Mentor?

A Sales Geek Mentor is someone who has a passion for sales and developing salespeople. They understand the transformational impact that good mentorship can have on a business. Our mentors come from all sorts of leadership backgrounds but they are all professionals looking to give back to the business community and aspiring developing leaders. Owning your own Sales Geek Mentor business means you can take control of your working life to find a better balance that works for you and your family whilst still generating a significant income stream.



James Denny
CHIEF OF STRATEGY

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

What does a Sales Geek Mentor actually do?

A Sales Geek Mentor is exactly that for existing and aspiring sales leaders. You will help motivate, train, develop, coach and inspire your clients both professionally and personally. You will use the array of geeky tools that will help you and your clients succeed. *Tools you'll have for your clients include:*

- Mentor "curriculum" & plans
- Specialised training programmes
- eAcademy for online learning
- Group Coaching
- Diagnostic tools
- Performance audits
- CPD points for learners
- Corporate partnerships
- ISP membership

There is one thing that a Sales Geek Mentor 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 our work and leave businesses healthier than when we arrived!

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



SARAH BAN BREATHNACH

Why choose a Solo Franchise?

35% GROWTH COMPANIES THAT USE MENTORING SHOW 18-35% GROWTH IN PROFITS

SALES MENTORING IS ONE OF THE RAREST SKILLS OF ALL COACHING MODELS

72% RETENTION RATE*

MENTORED EMPLOYEES ARE MORE ENGAGED, SATISFIED, AND PRODUCTIVE THAN THOSE WITHOUT MENTORS.

\$1.6bn

MENTORING IS WORTH \$1.6BN IN 2024 GROWING TO \$4.4BN BY 2030

SALES MENTORING IS THE **LARGEST GROWTH SECTOR** AMONG ALL FORMS OF PERSONAL DEVELOPMENT

Compared to 49% employees who did not participate in the mentoring program

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



SARAH BAN BREATHNACH

You'll be joining a community that has...



**760
YEARS**

**LEADERSHIP
EXPERIENCE**



**1130
YEARS**

**SALES
EXPERIENCE**



**17,000
PEOPLE**

MANAGED



**£28
BILLION**

**TURNOVER
MANAGED**

This is an average of..



**18
YEARS**

**LEADERSHIP
EXPERIENCE**



**27
YEARS**

**SALES
EXPERIENCE**



**412
PEOPLE**

MANAGED



**£667
MILLION**

**TURNOVER
MANAGED**

... per Geek!*

*correct as of Jan 2025

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 Mentor Franchise

29%

29% of Franchises run multiple units

Survival Rates

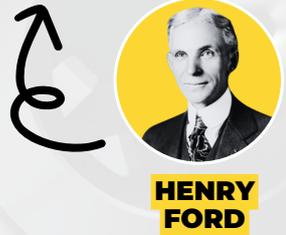
47% Small Independent Businesses

92% Franchise Businesses

ONLY 2 IN 10 FRANCHISES FAIL

* Sales Geek are not a lender, we cannot guarantee finance for this opportunity, not are we responsible for it.

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



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 Mentor Franchise provides mentoring, training and leadership development for maturing leaders and business owners from the smallest to the largest companies across the globe.



What Does a Geek Mentor Look Like?

If you are an experienced leader with a desire to inspire the next generation, and if you fit with our values, then it's likely you're a Geek; you just may not know it yet!



What About The Numbers?

The Sales Geek Mentor Franchise is £13K upfront with annual fees of £1K. An ideal start-up business without the initial outlay of a full Sales Geek Franchise.



What Returns Could I Get?

You could earn up to £90K per annum from year 2 based on 6 days per month* Our model works as a stand-alone business, full or part-time or in conjunction with other interests.



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**



SALES GEEK

Changing the way the world perceives sales.

The Geeklife.

A SATISFIED CUSTOMER IS THE BEST BUSINESS STRATEGY OF ALL.

MICHAEL LEBOEUF



KEY STAT

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

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 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, and the little luxuries we now have are a result of the reward of what being a Geek allows me to earn has 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. My clients and colleagues 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 ultimately increasing revenues and profits for them. 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 Sales Geek Mentor

What does a Sales Geek Actually Do?



8.00am - 9.30am

Sales Club

Sales Clubs are a perfect way to introduce Sales Geek to your community, add value, and strike up conversations. Sales Geek HQ show you how to set them up in partnership with Chambers of Commerce or build out a commercial offering using the Sales Geek Prime template.



9.30am - 10.30am

Networking

There's no substitute to 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 Sessions

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 schedule.



4.00pm

YSM Session

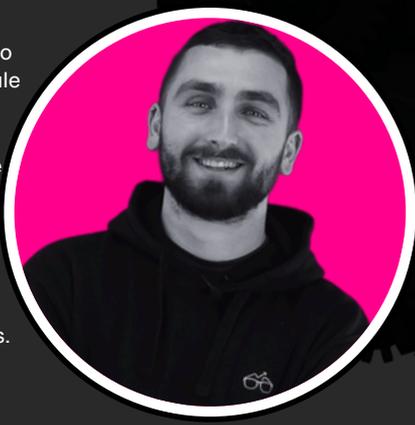
Once again, the flexibility of being a Sales Geek allows me to work around my client's schedule when necessary. I can see firsthand the impact my input has on their business. I love the fact that as a Sales Geek, we can take a pass on the benefit of our experience using a suite of Geeky tools that allow us to make a real difference to a business' people and processes.



8.00pm

Date Night

Another reason we do what we do. I've 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



Contact us



franchise@salesgeek.co.uk



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SALES **GEEK**

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



**WARREN
BUFFETT**

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

Onboarding & training.

Onboarding



Before you get started, you will get the chance to visit our HQ in Lancashire, meet the team, and get an understanding of what lies ahead.



Onboarding is done online via our hub intranet, ensuring you can access all the training resources you need and consume them in a way that best fits your lifestyle. There will be plenty of live sessions built-in.

GEEK HQ



Mel Horrocks

**HEAD OF
FRANCHISE
TRAINING
DEVELOPMENT**

Moving Forward



Following onboarding, you will not be alone. There's a chance to work with the wider franchise network, especially those in your region.



Quarterly Franchise meetings- an excellent 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 & Mentoring is provided.

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 onboarding and the ones guiding the good ship Geek and supporting your growth and development as a Sales Geek Mentor.



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
Digital Marketing Geek



Luke Wilkinson
Finance Geek



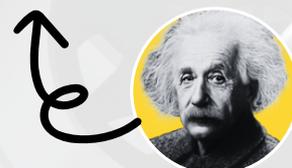
Milly Wardle
Marketing Geek

MORE GEEKS COMING SOON



SALESGEEK

**IN THE MIDDLE OF
DIFFICULTY LIES
OPPORTUNITY**



**ALBERT
EINSTEIN**

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

Your Opportunity.

Since launching in 2017, our business has grown exponentially, and we have helped hundreds of businesses to grow and flourish. To meet demand, 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 is proud to offer our latest opportunity to run your own successful UK business, providing much-needed part-time sales mentoring services and 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, but you're never alone with Sales Geek. In addition to our comprehensive training programme and the support of the franchisees in your territory, you will benefit from our network, which has over 1,000 years of collective sales and business experience. From sign up, you'll get your own personal territory, with the ability to carve out your own patch delivering Sales Geek mentoring services, and you can build your business how you want it to fit in with your lifestyle. From 3 or 4 days a month to 3 or 4 days a week, increasing your earning potential, whatever fits best with your needs. Along the way, you will receive plenty of energy and support from HQ.



James Denny
**CHIEF
STRATEGY
GEEK**

Interested? Contact us



franchise@salesgeek.co.uk



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SALESGEEK

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



**CINDY
MORGAN**

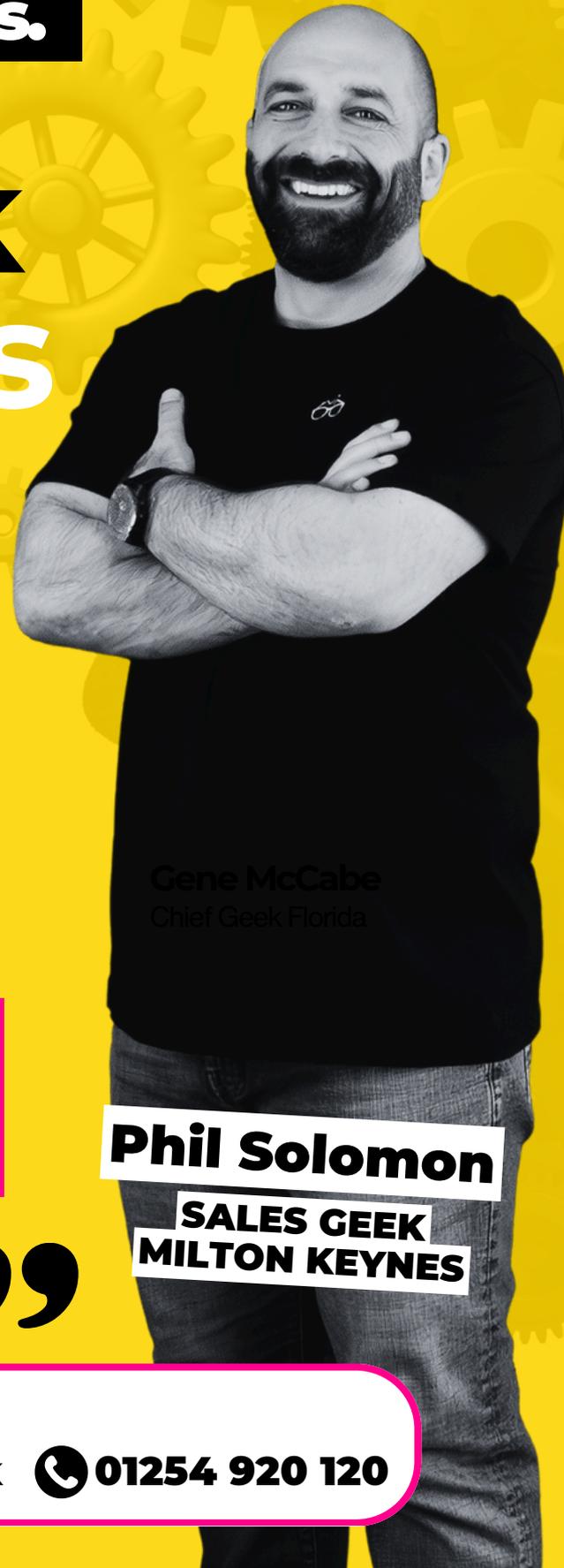
**Changing the way the
world perceives sales.**

Sales Geek Takeaways

My biggest takeaway from becoming a Geek is the investment of time, process, product, and people to gear me up for success and keep me enthused and encouraged on my new business journey. Every step of the way, I could see that I mattered to everyone and that they really wanted 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 about going out into my business community and spread that same spirit to my network, clients and friends.

I could see that I mattered to everyone and that 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**

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CHIEF GEEK, RICHARD

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



JERRY
MORAN

Product Suite

As a Sales Geek Mentor, you have four Geeky products at your fingertips that will make up the greatest percentage of your income stream. 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 will go into more detail about the core product suite later, but here's a quick overview.



Your Sales Mentor (YSM)

Your Sales Mentor is a high-impact personal mentoring programme for young and emerging sales leaders, combining the most effective elements of modern coaching, counselling and mentoring practices. There is a Sales Geek playbook and toolkit used to guide each client through the process and provide feedback, including personal profile analysis, a coaching development journal, a structure & strategy scorecard, 1-1 mentoring & coaching, and a 360 feedback development plan.

Sales Geek Essentials

Sales Geek Essentials is a structured sales training programme for businesses with at least 5 members in their sales team who may have had poor training experiences before. Our training follows our trademark GEEKS philosophy as we aim to **Grow, Embed, Empower, Know, and Sustain**. The programme is built around 8 topics each with a 3-hour GROW AND EMBED session, one 90-minute EMPOWER SESSION & 2 x one to one sessions. It is bookended with Skills Gap Analysis to check progress and impact.

The Sales Geek Academy

An online digital learning platform. The Academy includes short sales "insight" videos, available for free, as well as longer form ISP* endorsed training on your phone 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.

Sales Clubs

Sales Clubs are a business networking & learning event designed to provide sales and management education at a fundamental and usable level. It is often delivered in conjunction with your local Chamber of Commerce and has also been rolled out regionally by Barclay's Eagle Labs. We have built out a series of 1-hour event sessions with corresponding resources you can plug and play into your network. Sales Club Prime is a monetised version where you can sell these sessions to your network and beyond.

**Our training is endorsed by the ISP (the Institute of Sales Professionals). As a Sales Geek Franchisee and as a result of the training you do during induction, you will be accredited as a "Leader of the Institute of Sales Professionals"*



YOU CANNOT TEACH A MAN ANYTHING. YOU CAN ONLY HELP HIM DISCOVER IT WITHIN HIMSELF



Your Sales Mentor

The value of good sales leadership cannot be overstated. Leadership is usually the cornerstone of high-performing sales teams. In fact, the lack of investment in leaders can have a profound impact on sales. Poorly led teams usually deliver poorer results. It's never been more critical that businesses invest in the next generation of leaders and give them the skills and tools they need to flourish. Hiring a mentor is the perfect place to start for businesses looking for a cost-effective way to turn around performance in the medium term and create the next generation of sales leaders from within.

We believe that mentorship is a transformative force in the world of sales leadership, providing invaluable guidance and support, propelling individuals to reach their full potential. As a Sales Geek Mentor, you will truly get to know the individuals in your client's organisation. You will find out what makes them "tick", so you can put the tools in place that can help drive progress and growth for the individual and the company.

One of the primary benefits of businesses using your mentorship programme is the accelerated learning curve it offers sales leaders. Your mentorship will help sales leaders navigate the complexities of their profession with confidence. Through regular interactions and guidance, your client will avoid common pitfalls, refine their sales strategies, and make informed decisions that positively impact their teams and organisations. As mentees observe and learn from you, they develop the self-assurance, adaptability, and strategic thinking required to excel in their role.

The work you do will be transformative on a personal, professional and organisational level

When a business hires you as their Sales Geek Mentor, they are tapping into all your experience and expertise at a fraction of the cost it would take to hire or train a mentor of your calibre with all the geeky tools and systems at your disposal. Your work will be transformative on a personal, professional and organisational level. You can tailor your approach to each business. Some may require you to mentor more than one person and others may need an intensive programme that requires your input multiple days per month. You can build out your sessions in a way that best fits your clients and you.



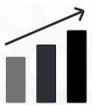
SHOW ME A SUCCESSFUL INDIVIDUAL AND I'LL SHOW YOU SOMEONE WHO HAD REAL POSITIVE INFLUENCES IN HIS OR HER LIFE. A MENTOR!



Why your Mentoring Matters?

Your mentoring creates the next generation of sales leaders. This is the impact you can have on your client's business.

REVENUE GROWTH:



Research from the Aberdeen Group shows that companies with effective sales leadership achieved **20% annual growth in revenue**, while those with ineffective sales leadership experienced a 4% decline.

TEAM PERFORMANCE



A study by Zenger Folkman found that organisations with strong leaders at the helm of their sales teams had, on average, **10% more salespeople reaching their quotas.**"

SALES CYCLE TIME



According to a CSO Insights study, sales organisations led by effective leaders have a **9.8% shorter sales cycle**, which can result in faster revenue generation and reduced costs.

CUSTOMER RETENTION



A report from the Center for Creative Leadership reveals that sales teams led by effective leaders are **50% more likely to retain their customers**, contributing to long-term revenue stability.

EMPLOYEE ENGAGEMENT



Gallup found that sales teams with engaged leaders are **21% more profitable**, as engaged employees are more likely to go above and beyond in their roles, resulting in increased sales performance.

SALES FORECAST ACCURACY:



Research by the Sales Management Association shows that companies with **effective sales leaders are 17% more accurate in their sales forecasts**, helping to allocate resources more efficiently.

MARKET EXPANSION



A study by McKinsey & Company found that effective leadership enables sales teams to identify new market opportunities and **grow market share by 10% or more.**



Contact us
✉ franchise@salesgeek.co.uk ☎ **01254 920 120**



SALES GEEK

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 ENGLAND, SCOTLAND, WALES & IRELAND. THERE ARE SALES GEEK FRANCHISES IN THE USA, INDIA, & THE GCC*, WITH MORE COMING ABOARD ALL THE TIME.



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 at length with the team, 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 outstanding; intense with lots to digest but delivered in a fun and engaging way.

What I learned in England helped me hit the ground running back in Texas.

What I learned in England helped 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 heartily recommend taking the leap in becoming a Sales Geek franchise owner. The scale of the opportunity in front of you is massive.

Joe Heikkinen
SALES GEEK TEXAS

Contact us

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



ENDORSED TRAINING PROVIDER

Institute of Sales Professionals

The Sales Geek Essentials

Sales Geek offers the highest quality sales and leadership training, both face-to-face and digitally, to create our award-winning blended learning solutions. Our Sales Geek Essentials 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

Sales Geek is on a mission to change the way the world perceives sales by promoting a new and more positive sales culture that prioritises integrity, empathy, and collaboration. We believe that all salespeople deserve the ongoing development and support they need for success, and by providing cutting-edge training and resources that are accessible, engaging and effective, we're creating a ripple effect of positive change that benefits everyone. Ultimately, we want you to help us redefine what it means to be a sales professional and to help salespeople everywhere unlock their true potential.

Sales Geek Essentials is designed to work with a cohort of 8 people but can be delivered to a minimum of 5 and a maximum of 12 to ensure you can give everyone enough attention to embed their learning. If your client has more than 12 salespeople that need training, you can just create an additional cohort group to keep ratios at the right levels.

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

Organisations Sales Geek have recently trained:

Parkingeye

EKM

DELTAFLIGHT



Prince's Trust



Department for International Trade



P&O

IAG INTERNATIONAL AIRLINES GROUP

Aer Lingus BRITISH AIRWAYS IAG IAG Cargo IAG GBS IAG Loyalty IAG Tech

IBERIA EXPRESS LEVEL vueling

Panasonic®



ENDORSED TRAINING PROVIDER
Institute of Sales Professionals

The Academy*

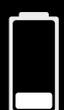
Whether it's YST or other products in our training portfolio, there's always that perception that sales training can be problematic. The Sales Geek Academy gives you a crucial edge in a competitive market as it offers several advantages to your client, including the ability to access training materials on the go, the convenience of self-paced learning, and the use of gamification techniques to increase engagement and motivation. Ultimately, The Academy is the 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
FORMAT


LOW
ENGAGEMENT


SCHEDULING
NIGHTMARE


LACK OF
RETENTION


NO ONGOING
TRAINING


MULTI
FORMAT

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


HIGH
ENGAGEMENT

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


TRAINING
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.


HIGH 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.


UPDATED &
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 organisations with 20 and 50 user licenses. There is also a Freemium version with limited content access. Perfect as an introduction to Sales Geek.

THE FIRST RULE OF SALES CLUB? TALK ABOUT SALES CLUB



TYLER DUERDEN
Sort of!

Sales Clubs

Our Sales Clubs are business networking & learning events designed to provide sales and management education at a fundamental and usable level to large groups of business owners and leaders. The programme has been perfectly crafted and refined over the years to ensure there are essential golden nuggets of "sales tips" that everyone can take away & implement.

Sales Clubs are operated up and down the country and are a perfect route to working with your local Chamber of Commerce and their members. We have also formed partnerships with Barclay's Eagle Labs to deliver the sales club format to their small business members. The Sales Geek brand and the fact we already run successful clubs in dozens of territories means the heavy lifting is done for you in developing local partnerships to deliver Sales Club. They are not only a great opportunity for you to share our mission to "change the way the world perceives sales" but also to learn from other members and develop your network with progressive businesses open to working with Sales Geek.

We have developed a full programme of session plans for you to use with great associated resources, covering the most frequently experienced sales pain points for most businesses. This means you can deliver Sales Clubs over multiple sessions and give your clients the full benefit of your knowledge & experience. You will have the tools to ensure each event is a uniquely Geeky experience chocked full of fun, engaging and informative content. The only thing you need to add is to follow the first rule of Sales Club...

...tell everyone about Sales Club!

And now our Sales Club Prime product (available from October 2024) allows you to monetise and market Sales Clubs directly to your local business community.



FOCUS ON SALES,
LEADERSHIP &
BUSINESS
OWNERSHIP



PEER
TO PEER
LEARNING



WORKSHOP
FORMATS
Where Feasible



INSIGHT
FROM
EXPERTS



PRACTICAL
LEARNING



UPTO DATE
THINKING



A SALES
TOOL
BOX



NETWORKING

THE FIRST RULE OF SALES CLUB?

Tell everyone about Sales Club



Peter Rajdeep Singh Nagra · 2nd

Sales Coordinator creating bespoke asset and loan finance for sma...

Fantastic morning, thank you David & Campbell, great content and really made me think. 🙌

1mo ...



Nicola Norman · 2nd

Events Manager at Dhillon's Brewery Ltd

Great morning thank you David and Campbell very thought provoking and looking forward to the next one!

1mo ...



Catherine Cocklin · 2nd

Process Driven Business Support For Men With More Exciting Thin...

Always enjoy the sales club, learn something every time!

1mo ...



Gareth Whitehead · 2nd

Associate Partner of St. James's Place Wealth Management

A really good morning, thanks to David and Campbell (Frankie). It's always good to keep up with new ideas to help my business grow.

1mo ...



Emma Kavanagh · 2nd

Outsourced Marketing | Social Media Marketing | Marketing Consult...

Love the glasses 🤓

1mo ...



Dean Topham - Finance for SME's · 2nd

Commercial Finance Manager at Sedulo Funding Solutions

Excellent event [Debbi Dawson](#), I will be back for more in the new year

1mo ...



Carl Bradshaw · 2nd

Virtual Business Mentor | Business Coach | Non Ex...

1mo

+ Follow

Great start to this very frosty morning at Sales Club, with a hot coffee ☕ thank you to [East Lancashire Chamber of Commerce](#) and of course [Sales Geek](#).

4 easy ways to increase revenue. Certainly got me thinking about not my own business but also my clients.



Lee Haworth · 2nd

Head Business Relationship Manager - KeyFleet. Helping you to so...

Finally got on a Sales Club!

Well worth the wait - some real nuggets from today's session - doesn't matter how long you've been in sales, or what you think you know - there is always something simple that might just change the game! None of it is difficult or complicated. None of it takes away your personality or makes you "read form a script" or any of the old nonsense I was taught when I first started in sales. A breath of fresh air. Thanks Geeks! And thanks Richard, always good to see you.

1mo ...



Gail Mitchell · 2nd

Account Manager at Nelson and Colne College Group

What a way to spend a Thursday morning! Meeting such lovely people. Thanks to the Chamber for organising and thanks to The Geeks for the inspirational presentation - I will look forward to the next one.

1mo ...



Victoria Camm (She/Her) · 2nd

General Manager

Great event [Debbi Dawson](#) really insightful. Already booked for April 😊

1mo ...



Anita Staley CeMAP · 2nd

Mortgage & Protection Adviser

Love Sales Club!

1mo ...



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

Contact us



franchise@salesgeek.co.uk



01254 920 120

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

UNKNOWN



Key Benefits

To owning a Sales Geek Mentor 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



Free reign of your local territory

Your own patch delivering Sales Geek Mentor services with full support of the Geek network.



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



Work the hours you want



Great secondary income stream



Built in long term value

You can successfully bring on employees or business partners & build an asset you can sell

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



SALESGEEK



**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, BUT NOT BY YOURSELF.

UNKNOWN



Geek Support

What we do to support you:

An Opportunity to Grow & Expand



You will have free reign to grow within a local territory, either on your own or working within a local Master Franchise. You can build your own network groups and mentoring communities to help you expand your personal brand and reputation.

Proven Business Formula

$a^2 + b^2$

As a Sales Geek franchise, you will have the opportunity to build your own successful business with the training, support, and experience of an established business behind you. We have 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 our 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 marketplace 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



Even before you sign up, but certainly on your first day of onboarding, our team is 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.

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

UNKNOWN



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 mentoring business, we have an in-depth franchise training programme, including CPD, product update training, and our quarterly Franchise meetings.

ISP Endorsed Training



The Sales Geek Essentials package 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 a recognised member of the ISP with post-nominals to reflect that. It is 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 Essentials 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 those types of clients as you grow your business.

Mentorship & Development



Sales Geek invests in your development with mentoring and coaching to support 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.

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

UNKNOWN



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 focused social media collateral for you to use on your own channels. A local Sales Geek Mentoring 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, which enables 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, an 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**



SALES GEEK

**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 learn 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**



SALESGEEK

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

Initial Cost

£13,000

Annual fees

£1,000

finance options are available*

Earning Potential

£10,000**

per month

**Depending on the time & effort placed into services, product mix sold, and growth of business

Example revenue potential with Your Sales Mentor & Your Sales Trainer

YSM from £180/ hour

YST from £1,590/ day

Set Your Own Pricing

6 YSM sessions per week = £1,080

1 YST session per week = £1,590

p.w.

•• Monthly income = £10,680 p.m.



*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.

*Sales Geek are not a lender, we cannot guarantee finance for this opportunity, nor are we responsible for it.

"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, and we can develop all other business aspects 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 who 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



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



SALESGEEK



**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 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 that help support each other whenever 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



franchise@salesgeek.co.uk



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.

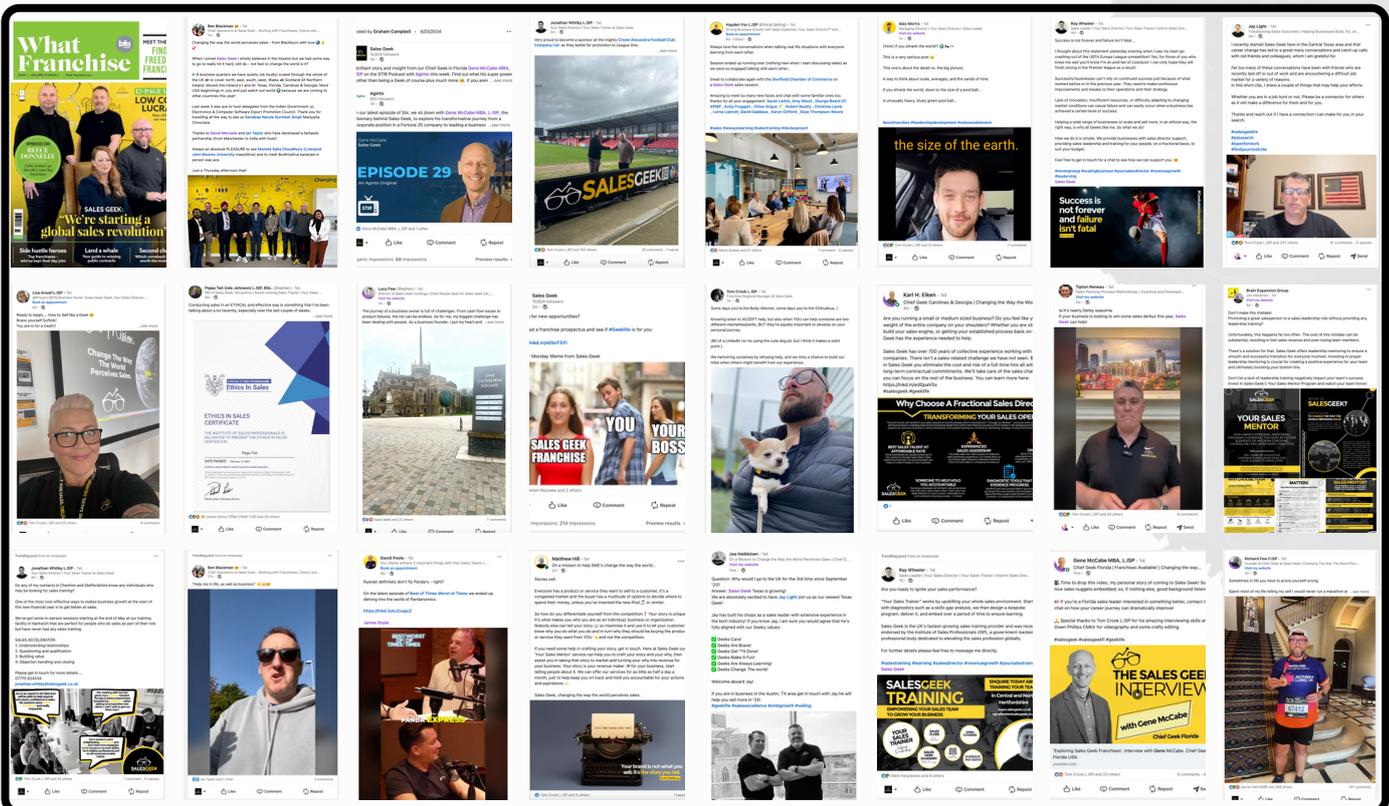


JASON STATHAM

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 know-how to do just that. Tune in to our podcast 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 help host a Workshop Wednesday for businesses in your local area or stage your own face-to-face 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 Mentor 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.**



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 who undertake Sales Geek Training.



SALESGEEK

**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 a lot of questions.** You will want to get a feel of us as Geeks and people, too. That's great; if you are still interested and want to find out more, get in touch. We'd love to speak to you! The 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**

If you want to understand more about Sales Geek- who we are and what's going on in our Geeky world, then follow us on LinkedIn. Also, our YouTube page has plenty of content that is regularly updated.



www.linkedin.com/company/sales-geek



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



Lucy Few
CHIEF PEOPLE GEEK