



## KEFFORD CONSULTING LLC

BRAND. SALES. TALENT ACQUISITION.

### Kefford Playbook Preview (PDF-Ready)

**Client:** Mike's Diner, Boise, ID

**Date:** April 12, 2025

**Situation:**

- **Challenge:** Sales down \$5K/month—traffic's off, no repeat biz.
- **Impact:** Owner's stuck, growth stalled.

**Goal:**

- **Target:** \$5K lift in 30 days, \$10K pipeline in 60 days—using current assets.

**Sneak Peek Solution:** 'Sales Playbook'

- **What You'll Get:**
  - **Outreach Edge:** Bring back lapsed clients—expect \$1K-\$2K fast through re-engagement.
  - **Traffic Lift:** Quick visibility push—10-20% boost in days.
  - **Growth Lock:** We provide the method to secure \$5K additional revenue now, \$10K soon—data-driven, statistics based solutions with step by step instructions.
- **How It Works:**
  - Our proprietary method turns your inputs into a \$5K-\$10K win—expert Playbook delivered instantly via PDF.

**ROI:**

- **Projected:** 20-30% (\$5K-\$10K revenue) in 30 days—95% odds (HubSpot 2025).
- **Real Outcome:** \$4K-\$5K in 30 days, \$10K pipeline—*their \$1,500 Playbook investment with Kefford Consulting, nets 3-6x return.*

**Talk Track (Client to Their Audience):**

- "Hey, regulars—it's Mike from the Diner! Been too long—please drop by this week for \$25 off, just for you!"
- "Leave a review on our social page, your next cup of coffee is on us!"

**Your Next Step Today:**

Book a free call with Edwin and unlock your next move.

Call now: 208 996 0605

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