



# **Sales That Scale**

## **Turning Statgery in Scalable Action**

June 20<sup>th</sup>  
Billy Butts & David Lammers

# Meet The Speakers

David Lammers

President Garden Grove  
Landscaping

Ontario, Canada

Billy Butts

VP of Sales & Client  
Relations

Outdoor Pride Landscape &  
Snow Management

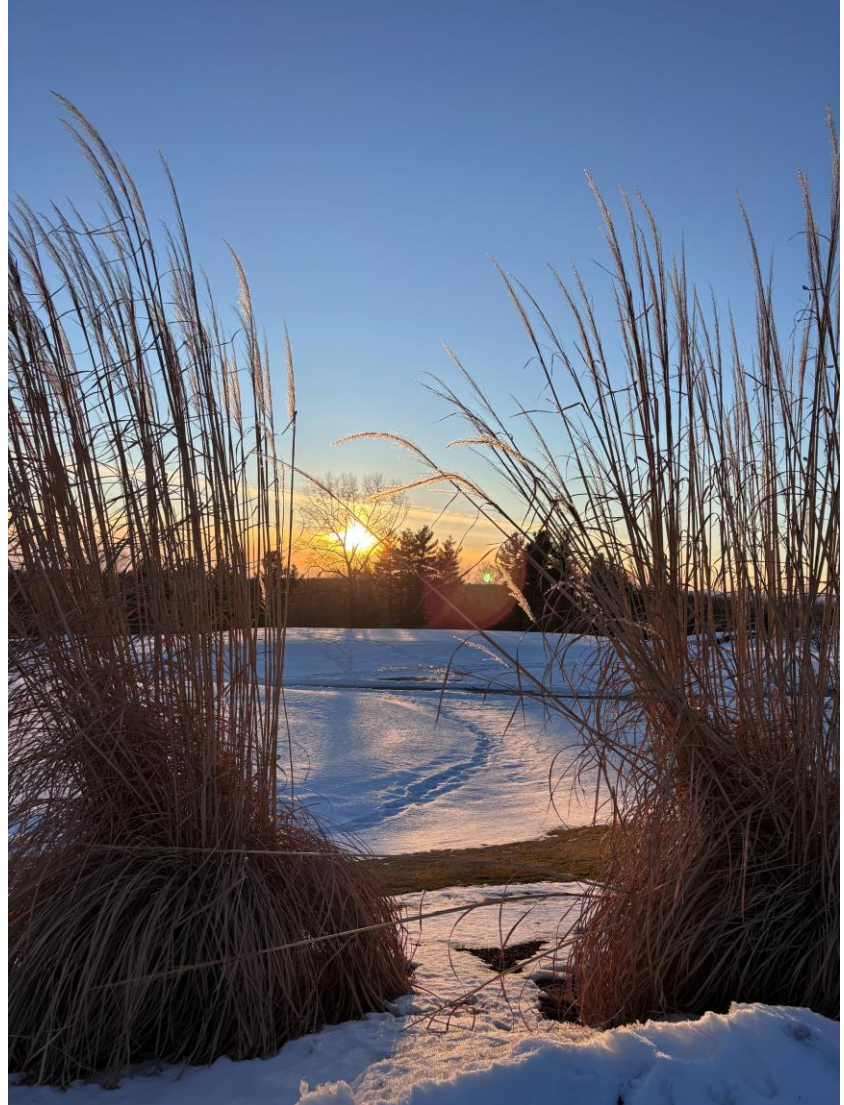
Manchester, NH





# The Problem We're Solving

- Disconnected goals
- Confusing pipeline updates
- Missed scaling opportunities



# Common Pitfalls

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Siloed sales & ops

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Lack of forecasting clarity

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No shared view of the pipeline

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Inconsistent updates





# SNOW & ICE SYMPOSIUM

## The Impact

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Missed targets

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Friction between departments

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Poor customer experience

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Stunted growth

# The Solution – PPE Framework

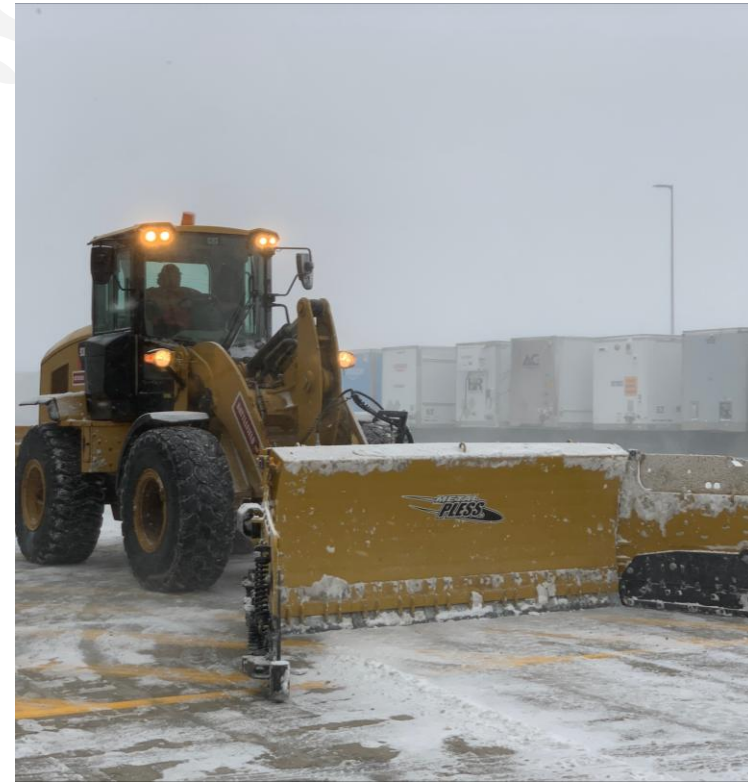
PLAN	PLAN – Set clear, aligned sales targets
PREPARE	PREPARE – Create visibility across teams
EXECUTE	EXECUTE – Operationalize the goals and update systems in real-time

# Key Elements of Planning

- Define realistic sales goals
- Align with business capacity (Ops input!)
- Tie goals to market data and sales history

SIMA  
28TH

SNOW & ICE SYMPOSIUM







# Setting Sales Goals That Stick

- SMART criteria
- Collaborative goal setting (Sales + Ops + Finance)
- Scenario planning



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## Planning in Action

- Example: Goal → 25% YoY growth in Q3
- Reverse-engineering targets to weekly activity metrics

# Preparing the Pipeline



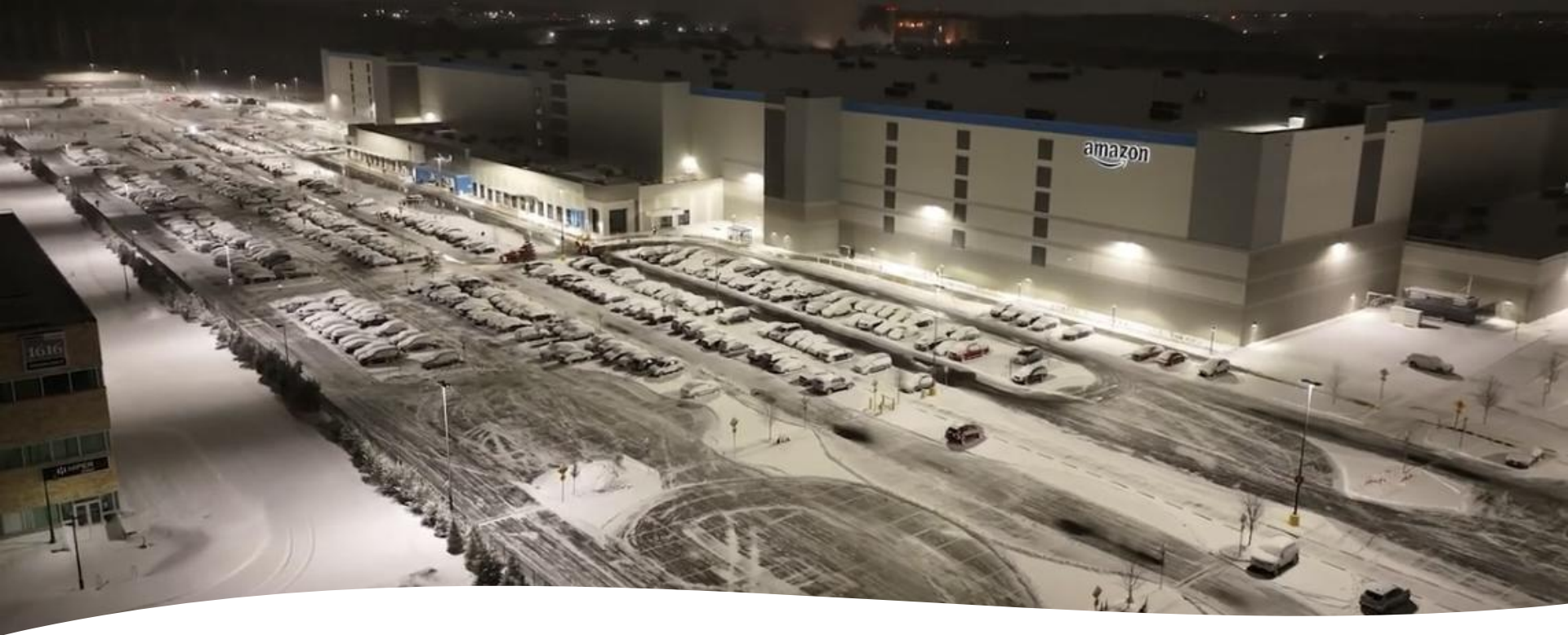
Sales forecasting  
inputs



Systematizing lead  
qualification



CRM discipline



## Communication Cadence

- Daily, weekly, monthly updates
- Dashboards + real-time visibility (examples: Salesforce, HubSpot, etc.)



**SNOW & ICE SYMPOSIUM**



# Execution Disciplines

- Sales process adherence
- Feedback loops between Sales & Ops
- Agile responses to missed or exceeded targets





## Company-Wide Updates

- Tools: Slack, Notion, Sales meetings, All-hands
- How transparency drives ownership

# The Scalable Business Flywheel

PLAN → PREPARE  
→ EXECUTE →  
LOOP

Scaling is about  
repeatable,  
informed motion



# Key Takeaways

- Aligning goals is foundational
- Pipeline communication is the lifeline
- Scale is possible when PPE becomes cultural



# Thank You!

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