aiPartners

AI READINESS ASSESSMENT

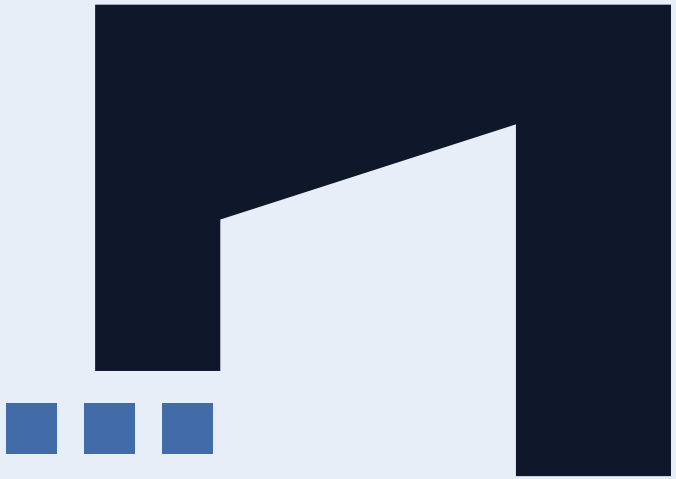
Sales operations

Prepared for

[redacted]

Assessment date

[redacted]



Executive Summary

[redacted], you are the only person selling [redacted] equipment across [redacted] — managing [redacted] solo, all tracked by hand in Excel, with no system keeping score. Every visit, every email, and every follow-up depends entirely on your memory and your calendar.

OUTCOME

With four tools and four days of setup, your prospect list becomes a living pipeline, email drafting shrinks from an hour to minutes, and you have a complete map of [redacted] before you start your car. That reclaims around 6 hours a week — and the territory system and gym opening alert on Slide 6 are not even in that number.

CRITICAL PAIN POINTS

- Every prospect tracked in Excel — no pipeline, no reminders, no visibility
- Email drafting burns 30-60 minutes every day via ChatGPT copy-paste
- Prospecting is manual — Google by region, one gym at a time, every week
- No idea how many conversations you need to hit [redacted] — the funnel is invisible
- Quote proposals go out by hand — no automatic follow-up when silence falls

~6

HOURS / WEEK RECLAIMED

TOOL STACK

Excel — manual CRM, [redacted] by hand

ChatGPT — email drafts via copy-paste

Quoting tool — proposals, no CRM link

Google — prospecting, one gym at a time

PRIMARY FOCUS

Sales Efficiency

Impact-Effort Matrix

QUICK WINS

HubSpot CRM

MailMaestro

Outscraper Gym Database

Make.com Quote Automation

MAJOR PROJECTS

Territory Coverage System

New Gym Opening Alert

Voice-to-CRM Visit Debrief

← HIGH IMPACT

← LOW EFFORT

HIGH EFFORT →

IGNORE

Nothing identified

FILL LATER

Advanced [redacted] marketing automation

← LOW IMPACT

Recommended Solutions

01 No Pipeline Visibility

HubSpot Free CRM

You track [redacted] in Excel with no reminders, no pipeline stages, and no way to see who needs attention. HubSpot Free replaces all of that — contacts, deal stages, tasks, and email logging in one place, forever free for a solo operator.

Complexity: Easy · Cost: Free · Setup: 90 min · Saves: est. 2-3 hrs/week

02 Slow Email Workflow

MailMaestro

You speak your intent to ChatGPT, wait for a draft, copy it, open your email, and paste. MailMaestro lives inside Gmail or Outlook as a browser extension — describe what you want in a sentence, and the draft appears without ever leaving your inbox.

Complexity: Easy · Cost: ~€15/month · Setup: 10 min · Saves: est. 2 hrs/week

03 Manual Prospecting

Outscraper

You Google gyms one region at a time, opening each website to check if [redacted] fits. One Outscraper search pulls every fitness business in [redacted] — name, address, website, phone — into a spreadsheet you import directly into HubSpot. Done once. Done forever.

Complexity: Easy · Cost: ~€5-10 one-time · Setup: 15 min · Saves: est. 1-2 hrs/week

04 Manual Quote Follow-Up

Make.com

You send quotes from your internal system by hand, then rely on memory to follow up days later. Make.com connects your quoting tool to HubSpot — every proposal sent automatically creates a 3-day follow-up task, so nothing falls through the gap.

Complexity: Easy · Cost: Free · Setup: 1-2 hrs · Saves: est. 30 min/week

Quick Wins Plan

Day 1

Create your free HubSpot account at hub.hubspot.com.

Set up a 4-stage pipeline: Contacted → Visited → Proposal Sent → Closed.

Import your existing Excel prospect list as contacts.

Add your 3 active projects as deals in the pipeline.

HubSpot CRM

Day 2

Install MailMaestro as a browser extension from maestrolabs.com.

Connect your Gmail or Outlook account.
No credit card needed for the free trial.

Draft your first outreach email: describe what you want in one sentence, hit Compose, and send.

MailMaestro

Day 3

Create a free account at outscraper.com.

Search: 'fitness' + [redacted].
Filter by category if needed.

Download the CSV.
Import into HubSpot as contacts.

Tag records [redacted] for regional planning.

Outscraper

Day 4

Create a free Make.com account at make.com.

Find the HubSpot template in Make's template gallery.
Connect your quoting tool.

Set trigger: quote sent → create HubSpot task (3-day follow-up).

Test with one deal.
Verify task appears.

Make.com

What Comes After

01

Territory Coverage System

A quarterly rotation engine that divides your [redacted] gym database [redacted], assigns each region to a specific week in a 12-week cycle, and auto-generates a visit list in HubSpot every Monday morning. You open HubSpot, see your targets, and drive — no weekly planning, no missed regions, no territory gaps.

02

New Gym Opening Alert

A live monitor connected to the [redacted] business registry ([redacted]) that detects new fitness businesses the day they register. Every new opener lands in your HubSpot pipeline as a high-priority prospect — before [redacted], before Matrix, before anyone else knows they exist. The highest-value window in your pipeline, automated.

03

Voice-to-CRM Visit Debrief

Speak a 60-second voice note after each gym visit: '[redacted], interested in racks and cables, quote by Friday.' The system transcribes it, extracts the key details, and updates the HubSpot record automatically — contact, interest, next action, deadline — before you start the car.

Estimated impact

~11,900% ROI

~6

hrs / week

WEEKLY TIME RETURNED

~€15

/ month

TOTAL TOOL INVESTMENT

~€1,785

/ month net

EST. MONTHLY ROI

TOOL	REPLACES	SETUP	SAVES/WEEK	MONTHLY COST
HubSpot Free CRM	Your Fridays lost manually updating prospect lists and setting calendar reminders	90 min	est. 2-3 hrs	Free
MailMaestro	30-60 minutes of daily copy-pasting between ChatGPT and your inbox	10 min	est. 2 hrs	~€15
Outscraper	Hours each week Googling gyms one region at a time across [redacted]	15 min	est. 1-2 hrs	~€10*
Make.com	Manual checks on proposals that never got a reply	1-2 hrs	est. 30 min	Free
TOTAL		**~3-4 hrs**	**~6 hrs/week**	**~€15/mo**

ROI = (Monthly time value − tool cost) ÷ tool cost · Assumes €75/hr (confirmed) · *Outscraper is a one-time cost, excluded from monthly total

Next Steps

01

Implement the Quick Wins — this week

HubSpot takes 90 minutes. MailMaestro takes 10. Outscraper runs once and gives you a complete [redacted] gym database. Make.com connects your quoting tool in an afternoon. Four days, four tools, done. You will feel the difference on Day 2.

02

Book your walkthrough call

Once the quick wins are running, we will review what is working, confirm your numbers, and map out which system makes sense next — the territory plan, the gym opening alert, or the voice debrief automation.