



SAMPLE STRATEGY ROADMAP · CUSTOM MANUFACTURING

Where Video Fits in Your Sales Process

A short map of how Tantramar wins work today, where trust breaks down, and where video makes the whole thing faster. Yours to use — whether we build it together or you run with it.

Built for Ray Doucette · Tantramar Fabrication

SAMPLE · Tantramar Fabrication is a fictional company created to demonstrate this format.
Video for the Sales Process
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SECTION 1 · YOUR SALES PROCESS

Your sales process, mapped

How a buyer goes from a drawing in their inbox to a standing order — in your words. Owner-led fabricator, 26 staff, one plant in Amherst.

Stage	What happens here
1. An RFQ lands	Drawings arrive by email, usually from an engineer at an equipment builder. Ray has never met most of them. “They found us on a list somewhere.”
2. Quoting	Ray or the foreman prices it. An hour to most of a day. “That’s the part that kills me — it’s the two of us who should be on the floor.”
3. The test part	New customers almost never start with the real work. They send one simple part to see if the shop can hold tolerance and hit a date. Tantramar wins these often — “we’re good at the little jobs, that’s never been the problem.”
4. The cliff	The test part goes well. Then the production run — the job worth ten times as much — goes back to the incumbent shop anyway. This is where the money is lost.
5. Becoming the default shop	The handful of accounts that did cross over stopped shopping the part entirely. Six accounts, all of them years old, half the revenue of the business.

Where the work comes from	The easy win	The hard win
Engineers at equipment builders; a supplier list Ray has never seen.	The test part. Tantramar converts most of these.	The production run after it. Almost none of these convert.

SECTION 2 · WHERE TRUST BREAKS DOWN

Where trust breaks down

The spots where a buyer goes cold or Ray repeats himself. One of these is costing real money; the other two are real but slower-burning.

#	Friction point	What it costs you
1	The test part succeeds and the production run still goes elsewhere. The buyer now knows Tantramar can make the part. What they don't know is whether a 26-person shop can hold a schedule across forty weeks of releases when their line is depending on it. Ray has never been able to answer that question, because the answer lives in scheduling, capacity and QA — none of which a buyer ever sees. “They liked the part fine. They just weren't going to bet the line on us.”	This is the one that costs real money. Every test part won and production run lost is a full account's revenue walking out the door after the hardest part of the sale was already done. Two or three of these a year is the difference between the shop Tantramar is and the shop it could be.
2	Quoting eats the two people who can least afford it. Well over a hundred quotes a year, priced by the owner and the foreman, many for buyers who were never going to switch suppliers.	Real, and painful — but it's a capacity problem more than a trust problem, and it eases on its own once the conversion rate on serious opportunities improves. Worth noting, not worth building around.
3	Nobody outside the freight radius knows the shop exists. The customer list is almost entirely within a day's drive, largely by accident.	A growth ceiling rather than a leak. It becomes worth solving after the repeat-order problem is fixed — otherwise it just adds more test parts that don't convert.

They liked the part fine. They just weren't going to bet the line on us. And I get it — they've never seen how we run a schedule.

— Ray, on losing the production run after winning the test part

SECTION 3 · WHERE VIDEO FITS

Where video fits

The friction that's costing money gets a film. The other two don't need one yet — one eases on its own, the other is a later problem.

A note on confidentiality: customer parts and proprietary fixturing get identified in pre-production and either excluded or shot so they can't be identified. You approve the shot list before we film and the cut before it ships.

Friction point	Video that solves it	What changes
The test part succeeds; the production run goes elsewhere.	The Production Confidence Film. Not a shop tour. The specific thing a buyer is afraid of: how a repeat order is scheduled, how capacity is protected when three jobs land the same week, what happens when a part comes back out of spec, and what the on-time record actually is. The answer to “can you hold a schedule for forty weeks,” given once, on camera.	Sent the moment a test part ships — not with the original quote. The buyer evaluates the production run already knowing how the shop runs, instead of guessing from one small part. This is the film tied to a deal you can lose.
“Is this shop real?” — for buyers outside the freight radius.	“Who Is Tantramar.” Short, top-of-funnel: the plant, the people, the equipment envelope, the sectors served.	Built second, and only because it rides on the first production. It widens the top of the funnel — but it would be the wrong thing to build first, because more test parts that don't convert is not the problem.

Two films, not four. A short explainer on quoting turnaround and a recruiting piece both came up and both were set aside. Quoting load eases on its own once conversion improves, and recruiting isn't yet the binding constraint. Neither is worth a production this year.

SECTION 4 · THE ROADMAP

The roadmap

The order that makes each piece pay off.

#	Phase	What happens
1	Production Confidence Film	The foundation piece — the one tied to a deal you can lose. Built around the moment a buyer has a good test part in hand and still won't move the production run. Filmed during a live repeat order so the scheduling story is real.
2	“Who Is Tantramar”	Cut largely from the same production. Top-of-funnel trust for buyers outside the freight radius who will never visit the plant.
3	Put them to work	Confidence Film goes out the day a test part ships, and to every account currently stalled at test-part stage — that backlog is the fastest revenue available. “Who Is Tantramar” on the site and in cold outreach.
4	See what changed	Compare against the baseline below after a few weeks of real use, then a 90-day measurement check-in.

Sequencing matters more than volume — the Confidence Film pays for itself; the brand piece rides on it.

SECTION 5 · MEASUREMENT

How we'll know it worked

A simple before-and-after, so the work proves itself. Light — 2 to 4 markers.

Marker	Baseline now	A few weeks in
Test parts that convert to production runs	[to capture on our call]	
What one lost production run is worth	[to capture on our call]	
Accounts sitting at test-part stage right now	[count from recent deals]	
Quoting hours spent per account won	[note over recent months]	

YOUR NEXT MOVE

Start where the money is actually leaking

Pick the one friction point costing you the most and start there — for Tantramar, that's the **Production Confidence Film**. Everything else in this document is real, and none of it is what's costing you accounts. You already win the test part. The loss happens in the gap between a good small job and a buyer's willingness to put their production line in your hands, and nothing in your sales process currently speaks to that gap.

There's a backlog worth checking before anything gets built: every account that sent a test part in the last two years and never came back. Those buyers already know the work is good. They are the cheapest revenue in the business and the first place this film should go.

If you'd like a hand building it and putting it to work, that's exactly what I do — but either way, you now have the map.

LINES TO BUILD THE STORY AROUND

In a real engagement this section holds the client's own phrases from the discovery call — the rawest, truest voice for the films. Illustrative:

- “They liked the part fine. They just weren't going to bet the line on us.”
- “We're good at the little jobs. That's never been the problem.”
- “It's the two of us who should be on the floor, and we're at a desk quoting.”
- “Six accounts stopped shopping us years ago. That's half the shop right there.”

About this document. Tantramar Fabrication is a fictional company. The sales process, friction points and quotes are composites written to illustrate the structure of a Video Sales Roadmap — they do not describe any real client. The methodology, sequencing logic and measurement approach are the ones Jordan Creative Media uses in live engagements.