



SAMPLE STRATEGY ROADMAP · SITE & CIVIL CONSTRUCTION

Where Video Fits in Your Sales Process

A short map of how Beauchamp 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 Denise Beauchamp · Beauchamp Site & Civil

SAMPLE · Beauchamp Site & Civil is a fictional company created to demonstrate this format.
Video for the Sales Process
Jordan Creative Media · Truro, Nova Scotia

SECTION 1 · YOUR SALES PROCESS

Your sales process, mapped

How work arrives at Beauchamp — in your words. Second-generation site and civil contractor: excavation, servicing, site prep for subdivisions and commercial pads. 41 staff plus seasonal, equipment-heavy, three crews.

Stage	What happens here
1. The phone rings	Almost all of it. Developers, GCs, municipal engineers, and a steady trickle of homeowners who found the company on Google. "We've never gone looking for work. It just shows up, and that's the whole problem."
2. Denise decides	Every single opportunity runs through her. Which ones to walk, which to price, which to decline. She estimates evenings and weekends because the days belong to the crews and the equipment.
3. Site walk and price	For anything of size, a walk with the developer. This is where Beauchamp wins — Denise reads a site better than anyone in the region and developers know it.
4. The award	Beauchamp closes a high share of the serious work it prices. "We don't lose the jobs we want. We just say yes to too many of the ones we don't."
5. The season fills up	By March the schedule is full — often with the small, low-margin, high-nuisance work that came in first, which then blocks the subdivision contracts that arrive in April and are worth ten times as much.

Where work comes from	What they're good at	What actually hurts
Inbound phone calls. No outbound, no marketing, no salesperson.	Winning the work they want — a high close rate on serious jobs.	Saying yes too early to the wrong work, and one person carrying all of it.

SECTION 2 · WHERE TRUST BREAKS DOWN

Where trust breaks down

Beauchamp does not have a closing problem. The friction is upstream of the sale, and one of these is not a sales problem at all.

#	Friction point	What it costs you
1	The wrong work arrives first and fills the season. Homeowners and small one-off jobs call in January. Subdivision developers call in April. By then the crews are committed. Denise spends hours qualifying and politely declining work that was never a fit, and takes some of it anyway because a hole in the schedule is worse than a bad job. “We’re busy all year and we’re not making money on half of it.”	This is the expensive one. Every small job accepted in winter is a subdivision contract that can’t be taken in spring. The cost isn’t a lost bid — it’s a whole season shaped by whoever called first.
2	Denise is the only person who can sell, price, or walk a site. Thirty years of judgment, none of it transferable. She estimates at night. There is no second person a developer will accept on a site walk.	A hard ceiling on growth and a serious single-point risk. It also means the qualifying problem above can’t be delegated — she has to personally decline every job that shouldn’t be taken.
3	Operators and equipment techs are nearly impossible to hire. The company competes for the same small pool as every contractor in the province, and loses to larger firms with recruiters. Two machines sat idle for part of last season.	This is not a sales problem — it’s a capacity problem that caps revenue independently of how much work is won. It belongs in this document because video solves it, not because it belongs in the sales process.

We’re busy all year and we’re not making money on half of it. I don’t need more phone calls. I need the right ones, and I need them in January.

— Denise, on why more leads would make things worse

SECTION 3 · WHERE VIDEO FITS

Where video fits

Unusually for this kind of business, the most valuable film here is one that *reduces* inbound volume. Beauchamp does not need more leads.

A note on site access: filming happens on active sites, which means developer permission, safety orientation, and a shoot schedule built around the construction schedule. Winter shooting is limited in this region — the production calendar should be set against the season, not the other way around.

Friction point	Video that solves it	What changes
The wrong work arrives first and fills the season.	The Qualifier Film. A deliberately specific piece: the kind of site Beauchamp is built for, the scale of servicing and earthworks the fleet is sized to, and — said plainly — the work the company doesn't take. Sits on the site and goes out as the first reply to any inbound enquiry.	Small jobs self-select out before they ever reach Denise. Developers self-select in and call earlier, because they can finally tell this is a company built for their scale. Fewer calls, better ones, arriving sooner in the season.
Denise is the only person who can sell or walk a site.	The Site Read. Denise walking one real site and explaining what she sees — drainage, soil, sequencing, what will go wrong in month three. Her judgment made visible and portable.	The thing developers actually buy — her read on a site — starts working before she arrives, and keeps working on sites she can't attend. It's also the first asset a future estimator could stand behind.
Operators and techs are nearly impossible to hire.	The Crew Film. Aimed at operators and equipment techs, not buyers. The iron, the crews, how the company treats people, what a season actually looks like.	Idle machines are lost revenue that no amount of won work can recover. This piece doesn't sell anything — it fills seats, which is what currently caps the business.

Worth naming what's deliberately absent: there's no general brand film here and no case-study piece. Beauchamp's reputation in the region is already strong and inbound volume is already too high. Raising awareness would make the core problem worse, not better.

SECTION 4 · THE ROADMAP

The roadmap

The order that makes each piece pay off — and it isn't the obvious one.

#	Phase	What happens
1	The Qualifier Film	Built first and deployed before winter, because its whole value is timing. It has to be working by January, when the wrong work starts calling and the season gets decided.
2	The Crew Film	Second, and ahead of the sales-facing piece — because hiring lead time is long and operators need to be in seats before spring. Unusual ordering, driven by the season rather than by the funnel.
3	The Site Read	Built once the first two are working. Filmed on a real subdivision site during the build season, which is also when the footage is best.
4	Put them to work	Qualifier as the automatic first reply to every inbound enquiry and on the contact page. Crew Film in job postings and on the trades school circuit. Site Read sent ahead of developer meetings.
5	See what changed	Compare against the baseline below after one full season — this business runs on an annual cycle, so a few weeks won't tell you much.

Sequencing here follows the season, not the funnel — the Qualifier has to be live before January or it does nothing for a year.

SECTION 5 · MEASUREMENT

How we'll know it worked

A simple before-and-after. Note that these are measured across a season, not a few weeks.

Marker	Baseline now	A few weeks in
Share of season booked with target-scale work	[to capture on our call]	
Hours Denise spends declining unsuitable work	[note over a month]	
Date the schedule fills each year	[from last three seasons]	
Machine-days idle for want of an operator	[from last season]	

YOUR NEXT MOVE

Start with the film that turns work away

Pick the one friction point costing you the most and start there — for Beauchamp, that's the **Qualifier Film**, and it's the opposite of what most contractors ask for. You don't need to be better known or more persuasive. You need the wrong callers to recognize they're the wrong callers before they reach you, and the right ones to call in January instead of April.

The unusual thing about this roadmap is the sequencing: the recruiting piece comes before the sales piece. That's because idle machines cap revenue no matter how good the work is, and hiring takes longer than selling. If the crews aren't staffed by spring, winning better work doesn't help.

One timing note that matters more than anything else here: the Qualifier has to be live before the January calls start. Miss that window and the film sits unused for a full year.

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:

- “We're busy all year and we're not making money on half of it.”
- “I don't need more phone calls. I need the right ones, and I need them in January.”
- “We don't lose the jobs we want. We say yes to too many of the ones we don't.”
- “There's nobody else a developer will accept walking their site. That's a problem.”
- “Two machines sat last season because I couldn't put a man in them.”

About this document. Beauchamp Site & Civil 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.