

SUMMER Summit

Presented By  Ingage

Sales Summer Summit 2025 Playbook

Your guide to building a stronger sales season
—and staying booked all year long.

June 26, 2025

Welcome to the Summit!

Let's get to work.

This Playbook was designed to help you take action—not just take notes.

Use it to jot down insights, plan improvements, and build your team's strategy for the rest of the year.

Whether you print it out or fill it in digitally, this is your personal guide.

No fluff, no filler—just what works.

What's one goal I have for my sales team this summer?

The Business Blueprint:

What It Really Takes to Grow in Home Remodeling

with Brian Gottlieb and Dean Curtis from Ingage



Your Business Health Checklist

Use the prompts below to assess your business and spark internal conversations:

1. Where are you today?

What are our current growth levers?

Are we operating with intention, or reacting to the moment?

2. What are our non-negotiables?

What disciplines or standards are enforced consistently?

Is “the lead is sacred” truly lived out in our culture?

3. Do we have clear systems and KPIs?

Who owns our core sales metrics?

How often are they reviewed and acted on?

4. Are we investing in our people?

Are we training, coaching, and reinforcing the right behaviors?

Are new reps ramping quickly with support?

5. What kind of culture are we building?

Do we create an environment where people want to grow?

Are we talking about happy customers as a goal?

Stay Interview Template

Ask your team members these four questions to get ahead of burnout, misalignment, and disengagement:

- 1. What makes you want to come to work?**
- 2. What would make you want to leave?**
- 3. What's one thing you'd change about your role?**
- 4. What's something your manager could do better?**

Pro Tip: These questions are most powerful when asked before there's a problem.

Suggested Reading List from the Session

Looking to go deeper? Dean and Brian recommend:

“Beyond the Hammer” by Brian Gottlieb –

A practical look at operational excellence in home services

“The Goal” by Eliyahu Goldratt –

Classic business novel on systems thinking and constraints

“Move Fast and Fix Things” by Frances Frei & Anne Morriss –

A modern take on leading through growth and change

Notes:

Notes:

Get Past the Blank Page: The Presentation Every Rep Should Be Using

with Nick Pacula from Creative Mind Concepts



Do you have these key points in your presentation?:

A solid opening that highlights homeowner pain points

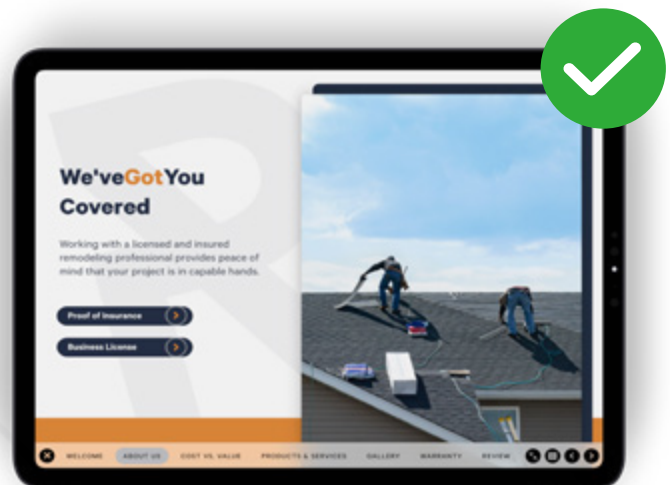
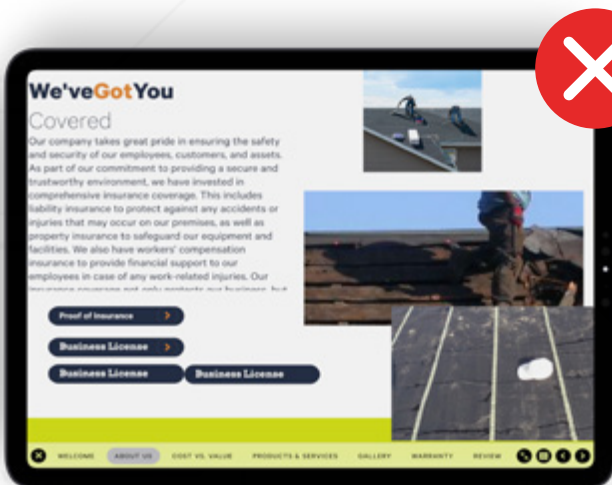
A clear and concise company story

Manufacturer content and information

Simple product education

Your custom process overview

Real testimonials and social proof



Notes:

Notes:

Marketing Deep Dive: Brand Consistency That Scales

with Patrick Carr from Blue Collar Media



**Do all of our reps tell the same brand story?
If not, what's missing?**

Checklist:

Aligned logos & visuals

Up-to-date materials

Consistent tone

Centralized asset library

Notes:

Notes:

AI in Sales: Tools, Tactics & What's Working Now

with Spencer Havemann from Siro



What tools are we already using? What should we explore?

Tools We're Using: _____

Tools to Try: _____

Use Cases That Caught My Eye:

Notes:

Notes:

The Art of a Good Sales Conversation

Stop Sounding Like a Salesperson and Win More Deals

with Allan Langer from 7 Secrets Sales Academy



Does our process SOUND like a pitch?
Does our process make our reps sound like typical salespeople?
If so, what part of our process needs refining?

Sales Process Evaluation:

How many “steps” are in your sales process? _____

How many reps are capable of adjusting within this process? _____

What tools do the reps have to use, for selling, in the house? _____

How many open-ended questions are trained to be asked? _____

Notes:

Notes:

Your Summer Strategy

Top 3 Takeaways I'll Implement:

1.

2.

3.

My Sales Stack Audit

What's in our current stack? What's missing?

Lead Gen Tools: _____

Presentation Tools: _____

Follow-Up Tools: _____

Analytics / Coaching Tools: _____

Ideas to Explore:

All of Our Speakers Today:



Dean Curtis, CEO of Ingage

Dean has a passion for the intersection of technology and business. He started his tech career as a Sales Engineer at Oracle after four successful years as a Math teacher in the Baltimore (MD) County Public Schools. After stints as a Sales Engineer at Intellisync and Palm, Dean joined Apple in 2008 as part of the first team supporting the iPhone in business. He was instrumental in helping architect and execute the strategy to drive the adoption of iPhone and iPad across the Fortune 500. Dean joined Ingage in February 2017 as the Chief Revenue Officer, moved into the COO role shortly after, and was named CEO of Ingage in October 2019.

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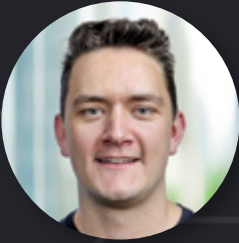


Brian Gottlieb

Brian Gottlieb is an inspirational business leader who founded a home services business in 2009--on a plastic folding table with \$3,000. When he sold the businesses twelve years later, the organization had expanded across multiple states, grown to 600 employees, and neared \$1B in lifetime sales. The company was recognized by INC 5000 as one of the fastest-growing companies in America. Brian's leadership principles are simple: Have a well-defined strategy, empower your teams, provide world-class training, and execute with consistency. This clarity of focus created a meaningful culture, making his company the best place to work in the state. A Harvard Business School executive education alumnus, Brian is an active angel investor, board member, and keynote speaker who inspires businesses and individuals to reach their utmost potential.

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All of Our Speakers Today:



Nick Pacula, Creative Mind Concepts

Nick Pacula is the Creative Director of Creative Mind Concepts, a dynamic agency that helps home improvement businesses elevate their branding and presentation strategies. With a background in design and a passion for sales enablement, Nick specializes in crafting high-impact visuals and storytelling techniques that close deals and inspire teams. A proud graduate of both the University of Notre Dame and the University of Illinois, Nick brings a strong foundation in creative thinking and business strategy to everything he does.

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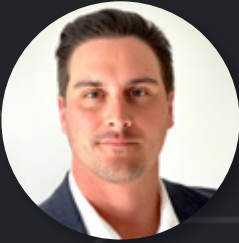


Patrick Carr, Blue Collar Media

As Founder and CEO, Patrick is the driving force behind Blue Collar Media Group's success. His unwavering commitment to excellence, client satisfaction, and innovation has shaped the company into a leading name in video production. Patrick personally oversees daily operations, ensuring that every project meets the highest standards. His dedication to his clients goes beyond expectations, making him a trusted partner for businesses looking to elevate their brand through powerful, high-quality video content.

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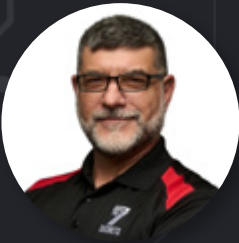
All of Our Speakers Today:



Spencer Havemann, Siro

Spencer is an Account Executive at Siro, driven by a passion for making outside sales ethical, efficient, and profitable. With a heavy focus on ROI and the impact sales processes have across operational aspects of business, Spencer brings a holistic approach to sales transformation. Before joining Siro, he spent seven years in distribution, later founding a solar and roofing business where he managed 40+ sales reps and multiple door-to-door teams. Spencer joined Siro to help revolutionize the way we view outside sales, merging his expertise and dedication to transforming the industry.

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Allan Langer, 7 Secrets Sales Academy

Allan Langer is a veteran sales expert with nearly 30 years of experience, including 23 in in-home sales. As the founder of The 7 Secrets Sales Academy, he's trained over 1,000 reps using his Hybrid Sales Training Methodology, helping teams significantly boost their results. A five-time National Rep of the Year at Renewal by Andersen, Allan sold over \$45M in windows and doors. Today, he leads workshops and keynotes nationwide, sharing practical, proven strategies that drive real sales growth.

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Thanks for joining the Sales Summer Summit!

Here's what's next:

**Schedule and attend a demo of Ingage by July 31
and receive an Amazon gift card as a thank you!**



Questions? Reach out to marketing@ingage.io