FG Impulsa

SERVICES PORTFOLIO · 2026

Sales growth with sound judgment.

Diagnostic, processes, training and hands-on support to turn sales conversations into better-managed opportunities.

> **“A conversation can open an opportunity.”**
>
> FG Impulsa · Sales Growth

Let's talk on WhatsApp ↗

fgimpulsa.com/en

Francisco Guillén · Panama



FG Impulsa

WHEN SALES STALL

It isn't always a lack of customers. Sometimes the roadblock is inside the process.

FG Impulsa is a sales growth agency. We work on what happens between first contact and closing: conversation, follow-up, value proposition, discipline, customer experience and metrics.

RESPONSE

How the first inquiry is handled and how the need is uncovered.

FOLLOW-UP

What happens after “I'll think about it” and how an opportunity stays alive.

CLOSING

How price, objections and decisions are handled without unnecessary pressure.

MANAGEMENT

How visible the pipeline is, what gets measured and where opportunities are lost.

First we diagnose. Then we act.

FG Impulsa

SERVICE 01

Sales diagnostic

Before recommending changes, we understand how you sell today. The goal is to identify bottlenecks, habits that slow progress and concrete opportunities for improvement.

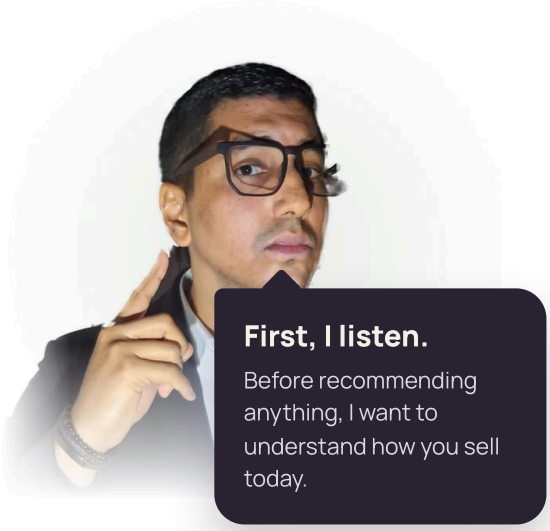
01 **Context**
Offer, customer, channel and target.

02 **Sales cycle**
From first contact to closing and after-sales.

03 **Conversations**
Questions, pricing, objections and follow-up.

04 **Management**
Pipeline, CRM, forecast, KPIs and cadences.

05 **Priorities**
Action plan by impact and urgency.



First, I listen.
Before recommending anything, I want to understand how you sell today.

EXPECTED OUTCOME

Prioritized findings + recommendations + next sales step. The depth of the diagnostic is adjusted to the size and complexity of the business.

Start with the initial diagnostic.
An initial 7-question sales diagnostic to prepare our conversation.

Review my sales ↗

FG Impulsa

SOLUTIONS

Sales services

Each project is shaped by the diagnostic and by the goal you want to move.

01

Sales diagnostic

Review of the sales cycle, friction points and opportunities for improvement.

02

Sales process optimization

Design or adjustment of stages, follow-up, talking points, cadences and closing.

03

Team training

Hands-on training adapted to real business situations.

04

Coaching and hands-on support

Guidance for salespeople or leaders to improve execution, judgment and consistency.

05

WhatsApp and follow-up

Better replies, conversations, reactivation and customer experience.

06

KPIs and sales discipline

Definition of metrics, pipeline, forecast, priorities and management routine.

No rigid packages or generic prices: the proposal fits the real scope.

FG Impulsa

SERVICE 02

Training that lands in real conversations.

It's not about an hour of motivation and going back to the same old habits. The training is built around situations the team faces every day.

Consultative selling

Ask better questions to understand before offering.

Price and value

Answer price questions without turning the conversation into a list of numbers.

Follow-up

Keep momentum with intent, context and timing.

Objections

Tell apart doubt, friction and a lack of perceived value.

Closing

Help the customer decide without unnecessary pressure.

Sales attitudes

Commitment, listening, empathy, reliability and perseverance.

FORMAT

Individual or team sessions. In person or online, depending on the agreed scope. The content is adapted to the business context.

FG Impulsa

HOW WE WORK

From conversation to plan.

A sales intervention should be understandable, measurable and actionable. That's why we work in stages.

01 **Listen**
Goal, context, team and current situation.

02 **Diagnose**
Where the process gets stuck and what evidence shows it.

03 **Prioritize**
What to change first so resources aren't scattered.

04 **Execute**
Train, adjust processes and support implementation.

05 **Measure**
Review progress, learning and relevant metrics.

> **The quote comes after understanding the scope, not before.**

FG Impulsa

WHO IS IT FOR?

Businesses that want to sell with more structure.

We work with companies, entrepreneurs and professionals who need to organize, strengthen or accelerate their sales management.

- **Companies with sales teams**
  When operations grew but the process didn't keep pace.
- **Entrepreneurs and small businesses**
  When the owner sells, serves and follows up, but needs structure.
- **Sales leaders**
  When more clarity is needed on pipeline, forecast, KPIs and execution.
- **Salespeople and advisors**
  When there are opportunities, but replying, following up, handling objections or closing is hard.
- **B2B or B2C businesses**
  When the problem isn't "doing more marketing" but better managing the opportunities that already come in.

FG Impulsa is not a traditional marketing agency.

Our focus is sales growth: selling, process, conversations, teams and management.

FG Impulsa



WHO'S BEHIND IT

Francisco Guillén

Hands-on sales experience

Sales professional with more than 15 years of experience in B2B and B2C sales, business development, key accounts, negotiation and leadership.

INDUSTRY EXPERIENCE

Automotive | Financial services | Technology / SaaS | Industrial

TOOLS AND TRAINING

HubSpot | Odoo | CRM | pipeline | forecast | KPIs | sales processes

The idea behind FG Impulsa

Take real sales experience, turn it into practical judgment and use it to help businesses and teams understand what is holding back their results and what they can do differently.

No magic formulas. No generic speeches. Focused on sales execution.

FG Impulsa

HOW WE CAN START

A solution proportional to the problem.

Not every client needs the same thing. We can start with a specific need or build broader ongoing support.

01

Diagnostic

To understand what is holding back sales and set priorities.

02

Targeted intervention

To improve a specific part of the process or a sales conversation.

03

Training

To develop specific skills in salespeople or leaders.

04

Ongoing support

To work on execution, habits, follow-up and management over time.

TAILORED PROPOSAL

Scope, format, duration and investment are defined after a short conversation and, when appropriate, the initial diagnostic.

FG Impulsa

NEXT STEP

Let's talk about where your sales are stalling.

A short conversation can be enough to decide whether FG Impulsa can help you and what the best starting point would be.

Write to us in your language: we'll reply in it.



WHATSAPP

INSTAGRAM

TIKTOK

EMAIL

CONTACT

agenciafgimpulsa@gmail.com
+507 6856-9117
@fgimpulsa · fgimpulsa.com/en

Open WhatsApp ↗

Review my sales ↗

Services tailored to each client's scope and needs. Custom quote.