

## • BLOOMBOUND BLUEPRINTS

# The List That Lived in *Somebody's Head*

## Lakeview Precision Components

LAKEVIEW PRECISION COMPONENTS | GRAND RAPIDS, MI | EST. 1996  
CUSTOM MACHINED + FABRICATED COMPONENTS | 94 EMPLOYEES

ILLUSTRATIVE COMPANY | SYNTHETIC DATA | NOT A CLIENT CASE STUDY

REV B | SHEET 1 OF 1

MON 8:12 AM

WEEKLY SALES

PIPELINE

Light

OWNER NAMES

6 | 10 | About 50

"Who else should we be going after?"

The owner knows the names. The sales team knows others.

## "Do we have that list somewhere?"

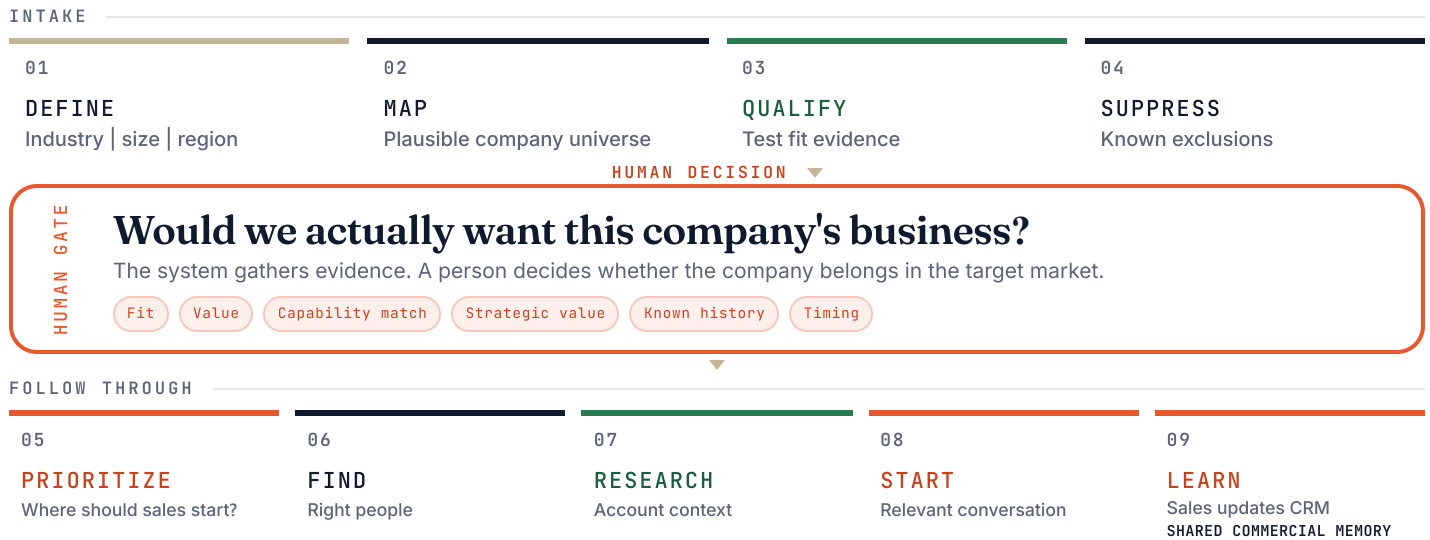
*Silence.*

| OWNER'S HEAD                     | SALES SPREADSHEET | TRADE SHOW LIST                     | CRM            | OLD QUOTE FILE |
|----------------------------------|-------------------|-------------------------------------|----------------|----------------|
| 23 accounts                      | 41 accounts       | 116 accounts                        | 1,742 accounts | 68 accounts    |
| ACTUAL TARGET MARKET   ?         |                   |                                     |                |                |
| BEFORE                           |                   | AFTER                               |                |                |
| The market lives in fragments    |                   | One qualified market map            |                |                |
| Prospecting starts from memory   |                   | Priorities are visible and shared   |                |                |
| CRM volume hides useful accounts |                   | Every conversation improves the map |                |                |

## • THE SYSTEM

— AI GATHERS — AUTOMATION ORGANIZES — A PERSON DECIDES

## How scattered knowledge becomes a usable growth map.



## • THE HUMAN LINE

DRAWN ON PURPOSE

### Let the system

Source Match Filter  
Research Organize Remember

### Let the people

Define Judge Prioritize  
Connect Listen Learn

*The system builds the map. People decide where to go.*

## Know where the next *good customer* could come from.

BloomBound turns scattered market knowledge into a sales motion your team can run.