



# Andrey Zhoglov

## Expert in Building Sales Departments and Scaling Franchise Networks

17+ years of hands-on experience in sales and commercial team leadership. Over 100 sales departments built and transformed.

### Online Education

Launching and scaling educational products

### Franchising

Building federal-scale franchise networks

### B2B & B2C

Manufacturing, tourism, consulting, and expert-driven projects

I help business owners build predictable revenue and scale their companies through high-performance sales systems.

# Proven Expertise. Real-World Results.

Andrey Zhoglov is an expert in building and scaling sales departments, the creator of **EasySell**, and the author of several proprietary sales management methodologies. Over the years, he has delivered results for companies of all sizes — from early-stage startups to nationwide franchise networks.

## Built From the Ground Up

Full-cycle creation of sales departments and franchise commercial systems — delivered turnkey

## Audit & Optimization

In-depth analysis of commercial processes to identify growth levers and eliminate bottlenecks

## KPIs & Motivation

Designing performance metrics and incentive programs that drive teams to exceed targets

## Standards & Playbooks

Implementing operational standards and manager workflows that make performance repeatable

## Sales Leadership Development

Training and preparing heads of sales to lead independently and drive consistent results

## Scaling for Growth

Expanding your business through sales systems that are managed, transparent, and built to replicate

# When Your Business Needs a Sales Breakthrough

Most companies run into the same systemic problems that block growth and make revenue unpredictable. Below are the most common symptoms that business owners bring to us:

## Common Problems

- No system behind sales — results depend on luck
- Over-reliance on individual "star" performers
- Low conversion rates on inbound leads
- No clear analytics or reporting
- Struggles to scale without losing control
- Managers working without oversight
- No standards or documented processes

## The Solution

Building a **managed commercial system** that delivers consistent sales growth and full process transparency — independent of any specific person on the team.

When sales are built as a system, your business stops depending on "irreplaceable" employees, gains predictable revenue, and earns the ability to scale without sacrificing quality.

- ✓ Managed sales aren't about luck — they're the result of the right processes, built the right way.

# End-to-End Solutions for Sales Growth

A full suite of services to build, optimize, and scale your commercial engine — from startup to national network.



## Building a Sales Team from Scratch

Full launch of your commercial division: structure, processes, playbooks, hiring, and management. The result — a fully operational sales team, ready to perform.



## Sales Department Audit

A comprehensive analysis of your current system — uncovering bottlenecks, hidden growth opportunities, and delivering clear, actionable recommendations.



## Upgrading Your Existing Sales Team

Streamline processes, boost team performance, and integrate modern sales management tools that drive measurable results.



## Franchise Sales Systems

Build a scalable system for attracting, qualifying, and onboarding franchisees — from packaging your offer to expanding your network.



## Executive Sales Consulting

Equip your sales leadership with the management tools and control systems they need to run the commercial function independently and confidently.

# A Proven System for Building High-Performance Sales

Our methodology follows five sequential stages — from deep diagnostics to a fully scalable sales management system built for growth.



Every stage delivers concrete, measurable results. You don't just get recommendations — you get a fully operational system, ready to run and ready to scale.

# Case Study: "Fabrika Predprinimatelstva Deti" Franchise

From Idea to a Federal Network

## What We Did

- Built the franchise model from scratch
- Developed a high-performance franchise sales system
- Engineered end-to-end commercial processes

## Results

- Over **60 franchises sold** across the country
- Scaled to a federal-level network
- Monthly network revenue of **over 30 million rubles**
- Over **1 million rubles** in monthly royalties
- Continued sales growth even through the pandemic



# Case Study: Production Center "Sensei"

## Rapid Launch of a Commercial Sales System

Challenge: build a fully operational sales department in record time for a fast-growing production center.

3

Weeks

Complete sales department built from scratch  
— from structure to closed deals

3M+

Rubles in Month 1

Revenue generated in the very first month of  
the new sales department

8M+

Rubles in Month 2

Revenue doubled in month two — a scalable  
sales system delivering real growth

✓ A scalable sales system was put in place, built for continuous growth without losing control or predictability.

# Real Client Results

Projects across diverse industries — from medicine and education to gastronomy and dentistry.



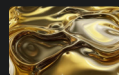
## Lilia Voronkova's School of Nutritiology

Sales growth from **3M**  
**to 15M+ rubles** in a  
single launch. Complete  
overhaul of the online  
school's commercial  
system.



## Multimedia Gastro-Theater «Kaleidoscope»

Built a full B2B and B2C  
sales department from  
scratch. Developed and  
launched a franchising  
direction to scale the  
concept nationally.



## 32TOP

Complete  
modernization of the  
sales department for  
the largest dental portal.  
Streamlined processes  
and drove measurable  
conversion growth.



## Expert Accelerator «PIK»

Full repackaging of the  
commercial system.  
Implemented new  
operational standards  
and a results-driven  
sales management  
framework.

# Experience Across Market Segments

Deep cross-industry expertise means we adapt proven sales systems to your specific business — fast.

## Franchising

- Фабрика предпринимательства Дети
- Кокос
- Эльсигара
- Калейдоскоп

## Education

- Школа нутрициологии Лилии Воронковой
- Айти Школа Максима

## Manufacturing

- Перегородок.нет
- Life Poster

## Online & Expert Projects

- Сенсей
- ПИК
- 32ТОП

📋 Working across diverse industries means we hit the ground running — no lengthy onboarding, no guesswork. Just a sales system built for your business from day one.

# Results You Can Measure

Why Business Owners Choose Andrei Zhoglov



## Revenue Growth

Measurable increase in sales within the first months of engagement



## Full Transparency

Sales management driven by data and clear, trackable metrics



## Manager Performance

Higher conversion rates and greater output from your commercial team



## Scalability

A business model built to grow without losing control or quality



## Controlled KPIs

Clear sales targets and the tools to monitor them in real time



## A Team That's Ready

Trained managers and leaders capable of operating independently

We build sales systems that run on process — not on individual people. 🚀

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