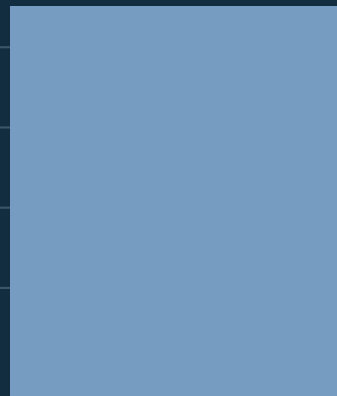

Agency Owners Protecting Two Weekly Selling Blocks



Two protected selling blocks
each week break the client
urgency loop before it decides
which work receives attention.

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When Urgency Sets the Diary

That loop does more than remove a few hours from the week. It trains prospects to wait while existing clients learn that every request can redraw the diary. Proposals sit half finished after a promising call, warm introductions receive a reply three days late, and a quiet pipeline gets noticed only when next month's capacity looks thin.

The damaging part is not client service itself. It is the constant switching between delivery, reassurance, estimates, approval chases and small urgent amendments. Each interruption seems defensible on its own. Taken together, they leave selling as work to be fitted around the edges, where it receives the least clear thinking and the weakest follow through.

The Two Block Boundary gives that work a visible place in the week. It is not a promise to ignore clients or act unavailable. It is a rule for distinguishing revenue protecting attention from noise dressed as urgency. The point is to stop treating new work as a spare time activity, while still keeping delivery calm and reliable. Once that distinction is held, the week stops being governed by the loudest inbox item. Selling becomes a regular operating responsibility, with enough continuity for conversations, proposals and decisions to move forward.

1. Reserve Selling Blocks Before Clients Take the Week

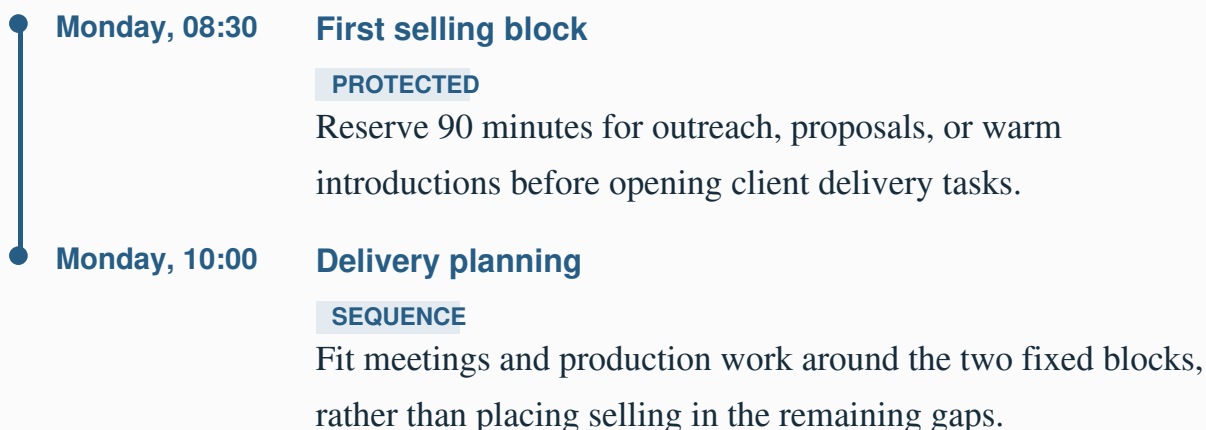
"Selling fitted around delivery stays optional. Selling reserved before delivery becomes operational."

The error is not failing to find spare time for selling. It is allowing the diary to fill before selling has a fixed address. At the start of the week, client work will expand into any unclaimed hour, especially on Monday morning.

"Selling fitted around delivery stays optional.
Selling reserved before delivery becomes
operational."

The Two Block Boundary works when both blocks are placed in the calendar before delivery is arranged. Use 90 minutes for each block, with the first on Monday at 08:30 and the second on Thursday at 14:00. Treat them as operating commitments, not personal preferences.

PLACE THE BOUNDARY FIRST



● **Thursday, 14:00 Second selling block**

CONTINUITY

Keep another 90 minute period available for active conversations and decisions that cannot wait until next week.

● **Friday, 15:30 Diary review**

RENEW

Check that both blocks happened and reserve the same times before the following week fills.

A block needs a visible boundary in the tool the business already uses, whether that is Google Calendar, Outlook, or a shared agency diary. Give it a plain name such as Selling Block, not Focus Time, so its commercial purpose remains clear. Add a 15 minute buffer on either side when handovers or travel make overruns likely.

The right question is not whether a client request could use the time. It is whether moving the block protects a real deadline or merely rewards poor planning. If there is no confirmed consequence within 48 hours, keep the block and move the request around it. Revenue work should not depend on an empty diary.

An agency owner who previously left selling for Friday afternoon reserves 90 minutes on Monday and Thursday before booking delivery work. The diary shows both blocks as fixed appointments. Proposals receive attention earlier in the week.

WEEKLY CHECK

Weekly check before Monday delivery planning: reserve two 90 minute blocks, name them Selling Block, add a 15 minute buffer, and review them on Friday.

2. Classify Requests, Not Every Ping

"Urgent requests consume attention. Clear consequences decide priority."

A new client request often arrives with the emotional force of an emergency. The error is not answering too slowly. It is allowing the inbox, Slack or a phone notification to decide what deserves immediate attention.

"Urgent requests consume attention. Clear consequences decide priority."

A genuine operational emergency threatens delivery, safety, legal compliance or a committed deadline within 24 hours. A request for a revised estimate, an extra meeting or a small amendment may matter, but it does not meet that threshold. It needs a clear response time, not instant access to the selling block.

✓

- ✓ Check whether delivery, safety or a 24 hour deadline is at risk
- ✓ Acknowledge routine requests within 15 minutes, then schedule the work
- ✓ Record the request in Asana or your task system with a due time
- ✓ Protect the 90 minute selling block unless the emergency test is met

✗

- ✓ Treat a forceful subject line as proof of urgency
- ✓ Switch tasks immediately because the message feels easy
- ✓ Keep the commitment in an inbox flagged for later
- ✓ Move selling whenever a client asks for a same day reply

The right question is not, "Can this be done now?" It is, "What fails if this waits until the next planned service window?" That question separates consequence from pressure. A useful reply names the next action and time: "Received. I will review this at 3pm and confirm the delivery time."

The Two Block Boundary depends on this classification. Without it, every request can claim exceptional status, and the selling blocks disappear through reasonable sounding exceptions.

A routine request for two additional page edits arrives during a 90 minute selling block. The request is logged in Asana, acknowledged within 15 minutes and scheduled for the next service window. The selling conversation continues without a rushed reply.

USE THIS QUESTION

Decision question: what fails if this waits until the next service window, and does that consequence meet the 24 hour emergency test?

"Selling fitted around delivery stays optional. Selling reserved before delivery becomes operational."

3. Protect Selling Time, Not Constant Availability

"Permanent access is not reliable service. A known response rhythm is."

The boundary is not a promise to ignore clients. It is a decision made before the next message arrives. The error is not answering too slowly. It is allowing every interruption to decide when revenue work can happen.

"Permanent access is not reliable service. A known response rhythm is."

A useful boundary has three parts: a visible status, a response window, and a clear exception. Set the selling block in the diary as unavailable for client calls, mark Slack and email notifications off, and tell the team when the next response window opens. A 90 minute block at 09:00 is protected by a specific return time, such as 10:30, rather than by a vague intention to reply later.

PRESSURE RECEIVED	BOUNDARY HELD
A client sends a non urgent request at 09:12	Acknowledge it after the 90 minute selling block
A team member asks for an approval during outreach	Use the agreed 15 minute response window
A genuine outage threatens delivery today	Pause the block only when the defined emergency test is met

Use one test before breaking the boundary: will waiting 90 minutes create material harm to safety, delivery today, or a contractual deadline? If not, capture the request in

the task system, write the next response window beside it, and return to selling. Do not create a second channel for exceptions. A text message, phone call, or Slack mention still needs the same test.

The right question is not whether a client might be disappointed. It is whether the request needs this exact 90 minute window. Reliable availability means a known response rhythm, not permanent access. That distinction protects selling time without making service feel absent.

Someone who answers every client message within five minutes can set a 90 minute selling block at 09:00, publish a 10:30 response window, and use one emergency test. New work receives uninterrupted attention, while routine requests wait predictably.

DECISION CHECK

Decision question: does this request threaten safety, delivery today, or a contractual deadline? If not, record it for the next response window.

4. Prepare Tomorrow's Selling Block, Not the Whole Pipeline

"Preparing more options delays selling. Preparing one offer starts it."

The day before a selling block is not for polishing every possible message. It is for removing tomorrow's decisions. A single prospect list, one offer focus and the right follow up materials give the block a defined job before client requests begin competing for attention.

"Preparing more options delays selling. Preparing one offer starts it."

The common mistake is to open the CRM at the start of the block and decide whom to contact, what to say and which service to mention. That turns 90 minutes into administration. The error is not poor motivation. It is arriving without a narrow commercial brief.

- ☐ Choose one offer focus, such as a website audit or retained design support
- ☐ Select 8 to 12 prospects from the CRM using one clear fit rule
- ☐ Write the first contact line and the specific reason for each prospect
- ☐ Place the proposal template, case material and follow up dates beside the list

Set this up by 16:30 on the previous working day. Keep the list in one place, such as HubSpot, Pipedrive or a simple spreadsheet. Remove anyone without a recorded trigger, relevant service need or sensible next action. A smaller list with a reason beside every name creates better work than 40 vague possibilities.

The offer focus also limits the materials. One short proof point, one relevant service page and one follow up message are usually enough for the block. The right question is not, "What could this agency sell?" It is, "Which conversation can move towards a defined next step tomorrow?"

Preparation is complete when the first action can begin within three minutes. [READY STATE] is a commercial decision, not a tidy desk.

Someone who normally spends the first 20 minutes of a selling block searching the CRM chooses one service, 10 prospects and two follow up messages at 16:30 the day before. The block starts with outreach rather than sorting.

BEFORE YOU START

Preparation check before each selling block: choose 1 offer, select 8 to 12 prospects, write 1 reason per prospect, prepare 2 follow up messages.

5. Complete the Sequence, Not Just the Conversation

"A finished call starts no work. A recorded next action starts a sequence."

A selling block is not complete when the call ends. It is complete when the chosen outreach sequence has been carried through, the next action is recorded, and a follow up date sits in the diary. Without those three points, a promising conversation becomes another open loop competing with client delivery.

"A finished call starts no work. A recorded next
action starts a sequence."

The error here is not poor outreach. It is treating contact as the finish line. The useful work often happens in the 20 minutes after a call, while the details are fresh and the prospect's decision still has shape. Reserve that time before returning to project work.

Use the final part of the block to answer these questions:

CLOSE THE SELLING BLOCK

Which outreach sequence was completed?

Name the channel, offer, and final step

What is the next action, and who owns it?

Write one verb, one person, and one due date

When will follow up happen?

Book a calendar slot before reopening client work

A simple decision rule keeps this practical. If the next action can be completed in 10 minutes, do it before leaving the block. If it needs a proposal, review, or client input, record it in the CRM and book the follow up in the calendar. Do not trust a starred email, an open browser tab, or memory after a demanding delivery afternoon.

The Two Block Boundary protects more than the appointment itself. It protects the handover from attention to action. Returning to client delivery is safe only when the selling thread has a named owner, a visible next step, and a date.

Someone who finishes a discovery call and returns straight to delivery leaves the proposal in an inbox flag. At 11:40, they record the next action in the CRM and book a 15 minute follow up slot. Fewer warm conversations disappear between blocks.

CLOSING SEQUENCE

Closing sequence: complete the chosen outreach, record the next action in the CRM, assign an owner, book the follow up, then return to delivery.

What Changes Over Time

01

Week 1

Two fixed selling blocks appear in the diary, with client requests assessed against a clear definition of genuine urgency.

02

Week 2

Fewer interruptions reach protected blocks, while proposals, introductions and follow through receive prepared attention.

03

Week 3

The day before each block produces a short action list, so selling starts with a defined next move.

04

Month 2

Client delivery remains visible without governing every decision, and new opportunities move through a more reliable sequence.

The Next Step

The Two Block Boundary gives the week a working structure: two fixed selling blocks, a practical test for genuine urgency, preparation for the next block, and a follow through sequence that continues after the call. It replaces constant availability with a clearer operating rule, so client service and new business no longer compete for every unplanned gap.

It does not decide which prospects deserve attention, shape a strong proposal, price unfamiliar work, or create a repeatable process for moving an opportunity from first contact to signed agreement. It also cannot repair a diary that remains overloaded by poor scope control or unclear client expectations. Those decisions still need deliberate work.

The next paid step is focused implementation. It helps turn the boundary into a weekly operating system, with support to review the diary, classify recurring requests, prepare selling blocks, tighten proposal follow through and measure where opportunities stall. That work is where the framework meets the details of an agency's services, capacity and sales process.

A protected selling rhythm becomes useful when it survives an ordinary busy week.

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2. CLASSIFY REQUESTS, NOT EVERY PING

Decision question: what fails if this waits until the next service window, and does that consequence meet the 24 hour emergency test?

3. PROTECT SELLING TIME, NOT CONSTANT AVAILABILITY

Decision question: does this request threaten safety, delivery today, or a contractual deadline? If not, record it for the next response window.

4. PREPARE TOMORROW'S SELLING BLOCK, NOT THE WHOLE PIPELINE

Preparation check before each selling block: choose 1 offer, select 8 to 12 prospects, write 1 reason per prospect, prepare 2 follow up messages.

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