

The Sales Command Center — the Full Breakdown

The anatomy of the dashboard that puts your ads, leads, booked calls, and setter/closer performance on one live board.

■ The problem

You're running paid ads and selling through setters and closers, and the numbers that decide your month live in five different places: ad spend in Meta, leads in the CRM, bookings in a calendar, call outcomes in someone's head, and "the report" in a spreadsheet a VA assembles every Monday. Quick test: **can you name yesterday's show rate?** Not last month's — yesterday's. If the answer takes longer than ten seconds, you don't have a reporting problem. You have an accountability problem wearing a reporting costume.

Here's the rule I build by: **if a number needs assembling, it's already stale.** And a stale number can't hold a sales floor accountable.

■ What this looks like when it works

One screen, live: ad spend → leads → booked calls → shows → closes, as a single connected funnel — and next to it, every setter's and every closer's numbers for the day. When a closer's show rate slips, you see it Tuesday, not at the month-end postmortem. That's the whole point: not prettier reports, faster decisions.

■ The anatomy (what's actually in the build)

1 • The data layer — one source of truth. Connectors pull from the tools you already use — Meta Ads, your CRM (GoHighLevel or otherwise; the

build is stack-agnostic), your booking calendar — into one database on a schedule. Nobody retypes anything. This layer is 80% of the value and the part spreadsheets can never give you, because spreadsheets hold copies, not connections.

2 • The funnel board — ads → leads → calls → close. The full path on one live view, so you can finally answer the money questions in one look: which campaign produces leads that actually *close* (not just leads), where leads leak between booking and showing, and what a closed deal really cost you end to end.

3 • Call logging — the missing organ. Every set, every show, every outcome logged as it happens — not reconstructed at the end of the week. This is the piece almost nobody has, and it's the foundation of the next one, because **you can't coach what you don't log.**

4 • Setter/closer scoreboards. Per-person, per-day: sets, shows, closes, and the rates between them. Accountability stops being a feeling and becomes a number everyone can see. Your best people love this board; that reaction alone tells you who's who.

5 • Alerts and reports that write themselves. The system flags what needs a human — a fatiguing ad, a show rate dropping, a no-show streak — and sends the recap to Slack or a PDF on schedule. The Monday VA-report ritual disappears.

6 • Roles. The owner sees everything; a closer sees their own numbers; a client (if you're an agency) sees exactly their slice and nothing else.

■ This isn't an app. It's a build.

There's no login I can sell you — this gets built **on your stack**, with your team, in about 30 days, done-with-you so your people own it after handoff. It exists and runs today: one command center live inside a high-ticket coaching sales org (call logging, setter/closer scoreboards, Meta and

calendar wired in), and a twin build inside a marketing agency running 40+ client accounts (per-client dashboards, health scoring, automated reports). Same spine, their stack.

■ Your next step

Reply "**STACK**" (or DM me) and tell me two things: what you're running ads on, and where your calls get logged today — if the honest answer is "nowhere," that's exactly the leak this closes. I'll show you what the command center would look like on your setup. No pitch deck; you've just read the whole anatomy. Every week the floor runs unlogged is a week you're coaching blind.

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