

LEADVOLLEY

Outbound System Proposal

An AI-powered outbound system for B2B SaaS: how it works, what's included, and what it costs.

leadvolley.com

What we'll cover

1

Positioning & GTM Strategy

Making sure the ICP, the offer, and the message are right, before targeting begins

2

Targeting & Messaging

How we find the right people, the signals we track, and how we talk to them

3

Multichannel Outreach & Infrastructure

Email and LinkedIn, run properly, without paid ads

4

The AI SDR

Follow-up that keeps up

5

Reporting & Analytics

What you actually see, and when

6

Timeline

From the first call to booked meetings

7

The Guarantee

What we commit to, and what we don't

8

Results

Our track record, as it builds

9

Pricing

Real numbers, broken down, not a black box

10

Next Steps

How we'd actually get started

Getting positioning right first

Before outreach begins, we make sure the ICP, the value proposition, and the positioning are actually right, not just assumed. Included by default for every client, skipped only if you don't need it, never an upsell.

- Your ICP, defined properly: the real situations and triggers that drive someone to actually buy, not just company size and industry
- Your value proposition: the business outcome you deliver, stated plainly, not a list of features
- Your competitive differentiation: the specific space you occupy that competitors can't credibly claim
- Along the way, we flag any adjacent verticals or revenue opportunities that turn up, but only when there's a real one, not manufactured to fill space
- Delivered as an upfront report with the reasoning behind each recommendation, then refined on an ongoing basis against real reply data once you're live

The six kinds of buying signals we track

We look for real signals that a company's in an actual buying window right now, instead of targeting cold and hoping. Here's what that covers, in full.

Leadership & org changes

New executives, promotions, team restructuring.

Financial events

Funding rounds, budget cycles, contract renewals.

Growth & expansion

Headcount growth, new job openings, new markets.

Technology & tooling

What's in their stack, and what's missing.

Marketing & demand activity

Ad spend changes, new campaigns, content pushes.

Direct engagement

Who's actively engaging with relevant content or conversations right now.

Which of these matter most depends on your ICP, applied selectively per client, not blanket across every campaign.

The messaging framework

A technical buyer and a financial buyer at the same company care about completely different things, so messaging gets built per persona and per vertical. There are also several established schools for cold outreach copy (problem-agitate-solve, before-after-bridge, curiosity-led, proof-led, plain and blunt), and we build around signal-led messaging specifically, because timing and relevance consistently outperform clever copywriting technique.

Three parts, every message

1. Signal

Start with something true and specific about them: a real trigger (a hire, a raise, a launch), never generic flattery.

2. Relevance

Connect that signal to a problem your product plausibly solves, stated in one line, not a pitch.

3. Low-friction ask

End with a small, easy next step. Never “buy now.”

ILLUSTRATIVE EXAMPLE

Subject: quick one about [specific trigger]

Hey [Name], saw [Company] just [specific, real trigger: raised a round / hired a VP of Sales / posted 3 SDR roles]. Companies at that stage usually hit a wall where [specific problem] before the team has bandwidth to fix it. We help [type of company] build outbound systems that solve exactly that. Want a 2-minute breakdown of what it'd look like for [Company]?

What's included

Two channels, run properly, with nothing shared or reused across clients. No paid ad retargeting; that's a different discipline with its own cost and management overhead, outside what this system does.

TIER 1 • Email Outreach

- ICP definition & buying-signal targeting
- Verified prospect list building
- Personalized copywriting & sequences
- Dedicated sending infrastructure & deliverability
- AI-handled call and text follow-up on replies, included by default (see Part 4)
- Ongoing review & optimization

TIER 2 • + LinkedIn Outreach

- Everything in Tier 1, plus LinkedIn outreach
- Runs through your own LinkedIn account
- Needs its own outreach tool and account-safety management, so it's priced as a real add-on, not a toggle

Infrastructure & deliverability

Outreach never sends from your real, day-to-day inbox or personal LinkedIn profile. Deliverability isn't one setting; it's dozens of small things done right, continuously. Here's a sample of the full checklist.

Sending Infrastructure & Authentication

27

- ✓ SPF, DKIM, and staged DMARC on every domain
- ✓ Multi-week warm-up before any domain goes live
- ✓ Daily send caps, rotated across the full inbox pool
- ✓ Reputation monitored continuously; weak accounts pulled fast

[+ 23 more](#)

List Hygiene & Compliance

18

- ✓ Every address verified before it's ever contacted
- ✓ Real-time validation plus scheduled re-cleaning
- ✓ Permanent suppression list, honored on every future send
- ✓ Blacklist and reputation checks run continuously

[+ 14 more](#)

Campaign Operations

14

- ✓ Sequences stop the instant someone replies
- ✓ Bounce-rate thresholds monitored; sending paused if they spike
- ✓ Volume ramped gradually, like a real sender would
- ✓ GDPR-aligned consent and opt-out handling

[+ 10 more](#)

Copy & Message Design

6

- ✓ Personalized to something specifically true about the recipient
- ✓ Natural, human phrasing, never obviously templated
- ✓ Varied subject lines and phrasing across every send
- ✓ Real profile photos on every sending account

[+ 2 more](#)

65 checks in total, across all four categories. The full list lives at leadvolley.com/deliverability-checklist

Follow-up that keeps up

Once outreach is working, following up on every reply, quickly and consistently across channels, is more than any one person can keep up with by hand. That's the gap the AI SDR fills.

- Never sends unsolicited cold outreach on its own; that part is always human-written
- Steps in only once a prospect replies with genuine interest
- Uses a knowledge base built around your specific offer to answer questions and guide the conversation toward booking a call
- Follows up across email, text, LinkedIn, and phone calls, any of which can be turned off if you'd rather not use them
- Every conversation is visible to you in real time through your dashboard

Example interaction (illustrative)

ILLUSTRATIVE SAMPLE • NOT AN ACTUAL CLIENT

A prospect (“Jordan”) replies to a cold email with a question about integration. The AI SDR responds within minutes, answers the specific question using details about your product, and offers two time slots to talk further.

The follow-up sequence

Email reply

→ LinkedIn (a few days later)

→ Text message

→ Phone call (if enabled)

Spaced out over days rather than repeating the same channel, until the prospect books a call or clearly opts out.

What you actually see

Real-time visibility into sends, replies, and meetings booked, not a monthly recap you wait on.

ILLUSTRATIVE • SAMPLE DATA

Messages Sent

1,240

Replies

96

Meetings Booked

14

Your time investment, and what happens month by month

Month 1 · Setup

Research & Tech Setup

- Onboarding meeting (2 hours, so we understand your offer and targeting clearly)
- Create your accounts and hand over access (about 1 hour of your time; you own the tech stack)
- Research your target industry and buyers
- Build your verified prospect list
- Set up email accounts and start warm-up
- Connect LinkedIn accounts (Tier 2 only)
- Build the knowledge base for your AI Sales Development Rep

Create Messaging

- Create outreach messaging and sequences
- Set up and test your AI SDR
- Set up your dashboard

Launch!

- Launch outbound campaigns
- Activate AI SDR
- Start booking meetings!

Month 2+

- Analyze and improve campaigns based on real reply data
- Test new targeting, messaging, and offer angles as needed
- Keep infrastructure and deliverability healthy
- Continual support for the length of the engagement
- Ongoing updates on progress and results, on whatever schedule and through whatever channel works for you: a call if you want one, or just async messages if you'd rather not schedule anything

What we commit to

If your outbound system isn't live within 30 days,

we keep working at no extra cost until it is.

There's no long-term contract either; it's month-to-month by default. What we don't guarantee is performance metrics or sales results (a specific number of closed deals or leads), because nobody can honestly predict or control the market. What we guarantee is that the system gets built, and that it runs.

Our track record

[Real client results and case studies go here as they become available]

We're early and building a track record; nothing fabricated goes here in the meantime.

Real pricing, broken down

Sample breakdown at 5,000 outreach touches/month. Every number below is live on our calculator; plug in your own volume for exact figures.

TIER 1 · Email Outreach

LeadVolley retainer	\$900/mo
Volley AI SDR	\$100/mo
Data & enrichment tooling	\$200/mo
16 new email accounts	\$56/mo
8 new domains	\$16/mo
Instantly.ai	\$47/mo
Zoho Scheduler	\$8/mo

Total\$1,327/mo

TIER 2 · + LinkedIn

Everything in Tier 1, plus LinkedIn outreach. The rest of the stack is identical; here's the only difference:

LeadVolley retainer (LinkedIn coverage)	+\$400/mo
We-Connect.io (LinkedIn tool)	+\$49/mo

Total\$1,776/mo

That's +\$449/mo total over Tier 1.

What we need from you

1

Access

Ability to set up sending subdomains and DNS records (doesn't touch your main inbox)

2

Alignment

Time to align on ICP, targeting, and offer early on: about 2 hours in total, in the first week

3

Approvals

Sign-off on messaging and sequences before anything goes out

4

Ongoing check-ins

Reach out anytime once campaigns are live to keep targeting and messaging sharp; there's no fixed schedule to keep to

How we'd get started

1

Book a call

15 minutes, no pressure

2

Get your numbers

Your exact pricing from the live calculator

3

Discovery & setup

ICP locked in, infrastructure stood up

4

Live within 30 days

Guaranteed, or we keep working at no extra cost

Ready to start? Let's book the call.

Thank you

Looking forward to building this with you.

LinkedIn: [\[add LinkedIn URL\]](#)

Email: carlosalminaque@gmail.com

Book a call: leadvolley.com/book-a-call.html

LEADVOLLEY