

SALES EXPERIMENT

B2B outbound evidence audit

FIXED FEE

\$500

3 BUSINESS DAYS

BEST FIT

For a B2B team investing time in personalized outreach without a reliable view of what is failing.

DECISION DELIVERED

Decide which ICP, offer, and message deserves the next 50-100 sends - and when to stop.

WRITTEN DELIVERABLES

- 01 Sent-to-booked funnel baseline and missing-evidence map
- 02 Segmentation by ICP and observable trigger
- 03 Deliverability and domain-risk checklist
- 04 Two or three controlled message and offer tests
- 05 Daily test cap plus written continue, change, and stop rules

CLIENT INPUTS

Anonymized export of 50-100 sends, sending domains, ICP notes, offers, funnel metrics, and examples of current research.

COMMERCIAL BOUNDARY

Sending, list buying, mailbox setup, and ongoing campaign operation are quoted separately.

PAYMENT AND START

Crypto preferred. Asset, network, USD conversion timestamp, address, confirmations, and fees are agreed in writing. Work starts after payment and required inputs are confirmed.