SERVICE 3 OF 5 · FIXED PRICE

New Business System

No lead forgotten. No new business that depends on one person.

New Business System builds the part of your sales that brings new business in and makes sure a named person answers it. A lead is a person or company that has shown interest. You pick one of two sizes: lead scoring and lifecycle, which scores each lead against deals you have already won and sends it to the right person with a deadline, or an outbound system, which is a steady way to start conversations with companies that have not contacted you. Each is a fixed-price project on tools you already own, and everything built is yours to keep.

YOU MIGHT BE SAYING

"Someone filled in the form on our site days ago and nobody called them back."

"If I stop chasing new business myself, new business stops."

"Our reps ignore the lead score. Nobody ever checked it against what closed."

WHAT YOU CAN POINT AT WHEN IT IS DONE

- A lead score checked against deals you have already closed, with lifecycle stages the CRM enforces
- A named owner and a deadline for first contact on every lead
- Follow-up that runs on a schedule your team can see, not on one person's memory

What is in it

PICK A SIZE	TIMELINE
Lead scoring and lifecycle	4 weeks
Outbound system	4 weeks
Team training and handover · add-on	1 week

	WHAT COMES IN	WHAT WE BUILD	WHAT YOU GET
Scoring and routing	Closed deals, won and lost; Your ICP; Behavior and intent	Back-test; Score in bands; Lifecycle stages; Route with SLAs	Reps work the right 10%; MQLs stop stranding; Minutes, not days
Outbound	TAM and ICP; Enrichment; Sequencer and inboxes	Account list; Signals; Sequences; CRM sync	Meetings booked and logged; Pipeline as a system; Run it or hand it over

How you buy it

1 Free audit
A free 30-minute call, booked at /contact/.

2 Fixed quote in writing
You get a written quote that lists what will be built, what you need to provide and the acceptance test you will use to judge it.

3 Build
We build on the tools you already own, using your own records and your own wording for stages and fields.

4 Handover
You run your own acceptance test.

WHAT THIS DOES NOT COVER

- Software licenses and AI model spend.
- The selling itself.
- A promised number of leads, meetings or closed deals.

FOUR WAYS TO PAY

Fixed-price project. One fixed number for the project. 70% at kickoff, 30% when the test you wrote passes.
Monthly subscription. The Bench: one flat monthly fee, for HubSpot care, one workstream or two. Pause any month.
Build, then hand over. The Step-Down: a monthly fee that falls on dates written into the contract.
Custom fixed quote. Several pieces as one number, in writing within two business days.
The number comes after the free 30-minute audit, in writing, before any work starts.

Nothing held back. Nothing in a black box. There is no menu you have to order from. Tell us the problem and we shape the work with you. You get one fixed number in writing before anything starts, and whatever we build, you get all of it.

Start with a free 30-minute audit. You leave with a written list of what is broken, what it would take, and a fixed price for each item.

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