

TECHNICAL SPEC SHEET

The Founder's Sales Program

Full-Cycle B2B Sales Pipeline Implementation

PROGRAM OVERVIEW

AllQuotas designs and installs a complete B2B sales pipeline — from prospecting through close, onboarding, and referral — inside your business. You leave the engagement with a trained team, a documented system, and three months of fractional sales leadership to make sure it runs.

INVESTMENT

Standard rate: \$7,500 | Current promotional rate: \$6,000 (summer pricing, ends August)

One-time engagement fee. No recurring cost. Optional add-ons billed separately (see below).

PROGRAM STRUCTURE — THREE PHASES

	PHASE ONE — INTENSIVE TRAINING (8 WEEKS)
1	Full-Cycle Sales — Introduction & Framework
2	Prospecting Strategy
3	Prospecting Methods & Channels
4	Sales Campaign Strategy
5	Sales Campaign Methods & Sequencing
6	Deal Management & Pipeline Stages
7	Closing, Onboarding & Co-Selling
8	Drip Campaigns & Referral Channels

PHASE TWO — PIPELINE ARCHITECTURE + DELIVERABLES

- Custom-built sales pipeline, mapped to your business and ICP
- Guidebook — your internal operating manual for the system
- Flight Plan — daily / weekly / monthly playbook built for your use case

PHASE THREE — FRACTIONAL SALES DIRECTOR (3 MONTHS)

Six advisory sessions post go-live, spaced at weeks 1, 2, 4, 6, 9, and 12 — ensuring the system is adopted, adjusted, and producing before we step back.

OPTIONAL ADD-ONS

- CRM Implementation — platform selection, setup, and team training (quoted per scope)
- Sales Collateral Production — prospecting, campaign, deal-stage, and keystone assets (quoted per scope)

BUILT FOR

Founder-led B2B professional service businesses with a real product or service and no repeatable sales system — ready to move past referral dependency and install a process that scales.

NEXT STEPS

- Review this proposal
- Receive your onboarding packet
- Kickoff meeting — establish baseline and gap analysis
- Progress reporting begins