

## PREP IN 10 MINUTES

# Bring this to your 30-min fit call.

The more concrete you are below, the sharper our answer on the call. If you don't know a number, write your best estimate — we can sanity-check it together.

## 1 · Your ICP (who you sell to)

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**Industry / vertical**

*e.g., B2B SaaS for HR teams, mid-market logistics, dental clinics.*

**Company size band**

*Headcount or revenue range (e.g., 50–500 employees, \$5–50M ARR).*

**Geography**

*Countries or regions you actively sell into.*

**Buyer titles**

*Decision-maker + economic buyer (e.g., Head of RevOps, VP Sales, CFO).*

**3 example dream-fit accounts**

*Real company names — helps us calibrate targeting.*

## 2 · Your offer & deal economics

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**One-line description of what you sell**

*Plain English. No buzzwords.*

**Average contract value (ACV)**

*Annual or first-deal value in USD.*

**Sales cycle length**

*Days/weeks from first call to closed-won, on average.*

**Close rate from qualified meeting → won**

*Even a rough % is fine (e.g., ~20%).*

**Gross margin band**

*Helps us model what a meeting is worth to you.*

## 3 · Current outbound numbers (last 90 days)

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**Sending domains & inboxes in use**

*How many domains, how many mailboxes per domain.*

**Emails sent / week (approx)**

*Total volume across all sequences.*

**Reply rate %**

*Total replies ÷ emails delivered.*

**Positive reply rate %**

*Interested replies only — not OOO or unsubscribes.*

**Meetings booked / month from cold email**

*Last 3 months average.*

**Tools currently in stack**

*e.g., Instantly, Smartlead, Apollo, Clay, Lemlist, HubSpot.*

## 4 · Pipeline situation today

### Pipeline goal next quarter

*Number of qualified opps or \$ pipeline target.*

### Where leads come from today

*% inbound, % outbound, % partners/referrals.*

### Biggest gap right now

*Volume? Quality? Show-up rate? Conversion?*

### What you've tried that didn't work

*Agencies, in-house SDRs, tools — and why they stalled.*

## 5 · Logistics for the call

### Quiet 30 minutes & a stable connection

*Camera on is preferred but not required.*

### Your website open in a tab

*We'll do a quick live look together.*

### Decision-maker available (or looped in after)

*If outbound budget needs sign-off, flag it now.*

### Timeline & start-date constraints

*When would you want a campaign live, realistically?*

## What we'll cover on the call (30 min)

<b>0–5 min</b>	Quick intros + what good looks like for you
<b>5–20 min</b>	Walk through your ICP, offer & current outbound numbers
<b>20–28 min</b>	Honest read: fit, no-fit, or a better path. Rough plan if it's a fit.
<b>28–30 min</b>	Next steps (or a clean 'no thanks' — we won't chase you)

### Our promise

No slides. No high-pressure pitch. If cold email isn't right for your motion, we'll say so on the call and point you somewhere better. You'll leave with a clearer view of your outbound either way.