



For: **Valter Santos**

Date: **8/19/2025**

Proposal: Outbound Sales System with Email Automation, Landing Pages, and AI Voice Agent

Executive Summary

This proposal outlines a complete outbound sales infrastructure designed to generate, nurture, and convert leads at scale for Valter Santos (Client). By combining advanced data enrichment, personalized cold email automation, conversion-optimized landing pages, and a 24/7 AI voice agent, this system aims to streamline your lead generation and qualification process. Each phase is modular, allowing you to evaluate performance before committing to the next step. The overall goal is to increase qualified opportunities and revenue while reducing the need for manual sales development labor.

Problem Statement

The Skaled Up app, and SkaledUp.com were initially launched with the intention of bringing contractors into the application. That model was pivoted to focus on creating a project management company that could help real estate “flippers” take an acquired property and rehab it in a reliable, timeline, and consistent manner. The objective of this proposal is to help bring flippers onto the platform.

The objective is to have a 25% return on the rehab portion of the flip. Assuming an average rehab cost of \$50,000, the margin would be \$12,500. Therefore, a single incremental conversion from the lead generating foundation that MWRIGHT, INC proposes to build will cover the fixed cost of the 3-step system, and a single incremental conversion over the course of a year will cover all potential recurring costs.

Proposed Solution

This 3-step system addresses each stage of the outbound sales pipeline with a high-ROI, automation-first approach:



- Step 1: Lead List Building + Enrichment
 - Use Apollo.io and Clay, or similar apps, to build a clean, verified list of 500–1,000 leads.
 - Include deep enrichment (job title, LinkedIn, phone numbers, validated email, job title, company, etc.).
 - Segment leads by ideal customer profile (ICP), location, or signals.
- Step 2: Email Automation + Landing Pages
 - Launch a tailored cold email sequence using Instantly.ai for warmed domains and inbox rotation.
 - Use GPT-based personalization to improve open and reply rates.
 - Build 3 conversion-optimized landing pages aligned to messaging.
 - Monitor, iterate, and handle common replies using AI-based automation.
- Step 3: AI Voice Agent for Inbound Calls
 - Deploy an AI voice agent using Air.ai or Twilio that can qualify, respond to FAQs, and route calls.
 - Integrate with lead capture forms or appointment booking tools.

Timeline and Deliverables

Below is the estimated timeline for each phase of implementation:

Phase	Deliverables	Timeline
Step 1	Qualified and enriched lead list (500–1,000)	1 week
Step 2	3 cold email sequences, 3 landing pages, warm inboxes	2 weeks
Step 3	AI voice agent trained, tested, and deployed	1–2 weeks

Budget and Pricing

The table below outlines all fixed and optional costs:

Phase	Description	One-Time Cost	Ongoing (Optional)
Step 1	Lead List + Enrichment	Setup + Research: \$1,500 (flat)	—



		Per Lead (enriched): $\$1.50 \times 1,000 = \$1,500$ \$3000 Total	
Step 2	Email System + 3 Landing Pages	\$4,750	\$1,000/month
Step 3	AI Voice Agent Setup	\$2,500	\$500/month

Hybrid Tool Cost Strategy:

All essential tool licenses (Instantly, Clay, domain warm-up tools, landing page hosting, etc.) are bundled into your one-time and monthly maintenance costs for convenience and faster execution.

For usage-based tools like AI voice agents (e.g., Air.ai, Twilio), the client is responsible for their own billing account, and will pay those providers directly based on usage. This ensures transparency and protects your budget.

This hybrid approach allows us to maintain full control over campaign performance while giving you ownership over infrastructure where necessary.

Terms and Conditions

The following terms apply to all work covered in this proposal:

- 50% deposit required before starting work for each phase.
- Each phase is invoiced separately and begins upon approval and receipt of payment.
- Monthly campaign management and support plans are billed at the beginning of each month.
- Client is responsible for ensuring access and credentials to necessary accounts when applicable.
- Results will be monitored weekly, and performance metrics will be used to assess campaign effectiveness.
- Client may opt out of continuing to the next phase based on the outcome of the prior phase.
- Scope changes or additional feature requests will be quoted separately.

Maurice Wright
President/CEO
MWRIGHT, INC

Valter Santos