

MSP Outbound Engine, Scope and Pricing

A done-for-you outbound setup for MSPs that want more qualified discovery calls without hiring an SDR first.

What is included

- ideal customer profile definition
- first prospect list build
- first outbound sequence
- reply and booking flow
- launch support for the first batch
- early response review and adjustment
- next-step plan after launch

We build a simple outbound engine for MSPs so they can create qualified discovery calls without hiring an SDR first.

Full launch

\$2,500

\$1,500 setup + \$1,000 month 1 management

Best for firms that want the full setup and first-month support.

Pilot

\$1,750

\$1,000 setup + \$750 month 1 management

Best for firms that want to test the channel with a tighter first scope.

What the buyer is really paying for

- a clean outbound system
- a faster test than hiring a salesperson
- clearer targeting and messaging
- less guesswork
- faster movement from no outbound to real outbound

Use this after a prospect says yes, asks for more info, asks for pricing, or asks how the process works.