



BUSINESS GROWTH SERVICE PACKET

Done-for-You Calling

Human-led calling for prospecting, follow-up, appointment setting, customer check-ins, retention, and reactivation - supported by clear scripts, dispositions, and reporting.

This packet is designed to help you understand:

What the engagement can include, the business outcomes it is built to support, how market pricing compares, and what happens next.

Best fit for

- Owners who have leads but do not have time to consistently call them
- Teams that need follow-up support without immediately hiring another full-time employee
- Businesses with dormant clients, missed estimates, old leads, or unworked prospect lists
- Organizations that want real human conversations instead of relying only on automation

TSSi approach

Strategy should create action. We focus on practical systems, human-led conversations, measurable next steps, and tools your team can continue using after the engagement.



WHAT IS INCLUDED

Done-for-You Calling - Scope of Work

Final scope is customized after the strategy call. Depending on the engagement, the packet can include the following components:

- Campaign objective and target-list review
- Call-purpose and qualification criteria
- Human-led call framework and customized talking points
- Prospecting, lead follow-up, appointment setting, customer check-ins, retention, or win-back calling
- Call dispositions and CRM / tracker updates
- Warm-transfer or appointment handoff rules
- Follow-up notes and next-action capture
- Quality review and message adjustments during the campaign
- Activity, contact, conversation, and appointment reporting
- Client-ready summary of what the market is saying back

How we work

TSSi begins with diagnosis before recommendation. We look at the current process, the people responsible for it, the customer or prospect experience, and the measurements that should guide the next move.



INTENDED OUTCOMES

What This Work Is Designed to Improve

No consultant can guarantee a specific revenue result. The goal is to strengthen systems and behaviors that influence growth, service quality, follow-up, and decision-making.

- Consistent calling activity without pulling the owner away from operations
- More leads actually contacted and followed through
- Cleaner notes and next actions after each conversation
- More qualified meetings and handoffs
- Useful frontline feedback on objections, timing, and customer needs

1. Diagnose	Clarify the goal, current process, performance gap, and available data.
2. Design	Build the practical strategy, scripts, process, tools, and measures needed for the gap.
3. Implement	Apply the plan through coaching, execution support, or a defined action sprint.
4. Measure	Track activity, outcomes, and next actions so decisions are based on evidence.



2026 MARKET COMPARISON

Comparable Investment Ranges

These are market-comparison ranges from publicly posted U.S. consulting, workshop, audit, and outsourced-service pricing. They are **not TSSi price quotes**. TSSi investment is scoped after discovery based on complexity, customization, access to data, implementation level, travel, and duration.

Engagement type	Typical market range	What the range usually reflects
Small / pilot campaign	\$25-\$95/hour	Freelance and appointment-setting experts commonly price by the hour; experienced U.S. talent trends higher.
Managed calling program	\$2,000-\$10,000+/month	Agency retainers for sustained appointment setting or outbound calling.
Pay per qualified meeting	\$50-\$1,500+	Varies heavily by target seniority, industry, qualification depth, and whether data/list building is included.

Why ranges are wide: a one-time advisory call, a customized team workshop, a multi-week strategy project, and done-for-you execution are different products. The number of stakeholders, channels, locations, deliverables, and level of implementation all affect price.



READY TO BUILD THE RIGHT GROWTH PLAN?

Book a Strategy Call

We will use the call to understand our goals, identify the biggest gap, and determine the right scope before any proposal is created.

BOOK YOUR STRATEGY SESSION

<https://calendly.com/devinannhwhite/strategy-session>



WHAT TO HAVE READY FOR THE CALL

- Your primary business-growth goal for the next 90 days
- Where the process currently feels inconsistent, slow, or unclear
- The team members who own the work today
- Any CRM, sales, marketing, customer, or calling data you can reasonably share
- What you have already tried and what happened