



Outbound Sales Acceleration

A 2-Week Engagement for Vbrick

Executive Summary

Vbrick has 400-500 daily website visitors signaling intent. This 2-week engagement transforms how Vbrick's BDR, KP, converts these signals into pipeline. Working 2-3 hours daily with KP, I will build a scalable prospecting engine, timed with an end-of-year marketing blitz.

The Opportunity

Current State:

- 400-500 daily visitors (Sales Intel)
- Underutilized intent data
- BDR capacity available but unoptimized

Future State:

- High-intent visitors engaged in <24h
- Marketing & Sales synchronized
- Repeatable playbook for scale

Strategy & Structure

2-Week Intensive (Dec Year-End Blitz)

Daily 2-3 hour blocks with KP focusing on skill development, live prospecting, and system optimization. Includes mandatory marketing collaboration for a unified campaign.

Tech Stack & Targeting

Leveraging Salesforce, LinkedIn Sales Navigator, and Sales Intel (VisitorIntel + PredictiveIntent). Strategy focuses on bottom-up targeting: reaching lower-level managers for intel before engaging the C-suite.

Key Deliverables

1. Trained BDR executing proven outbound methodology
2. Optimized Top-of-Funnel Playbook (ICP, messaging, cadences)
3. Tighter forecasting and predictive metrics
4. Upskilled BDR with better research & qualification skills

Investment: \$4,500

One-time engagement

Includes: 2-3h daily coaching, platform training, playbook development, and marketing alignment.

Ready to start? Contact Jeff Meyers at jeff@careermaniacs.com