

GENGARD GROUP

Sales Performance Proposal

Outsourced B2B Sales Development
for SaaS & Technology Companies

Prepared for: [Client Name]

Prepared by: GenGard Group · Date: [Date]

2 Options

Performance-only
or Hybrid model

3-6 month contract

10 SQL meetings
per month target

OPTION 1

\$500 per SQL meeting

OPTION 2

\$2,000/mo + \$150/SQL

THE COST OF NOT HAVING A PIPELINE PARTNER

90–120 Days

Time to first meeting
with an internal SDR hire

\$146,000+

True annual cost of one
fully-loaded SDR

~40%

Of internal SDRs miss
quota in any given quarter

14 Months

Average SDR tenure before
you restart the whole cycle

WHAT GENGARD DELIVERS INSTEAD

Week 1

Live outbound
sequences

Zero

Ramp time,
benefits or HR risk

100%

Performance
accountability

10/mo

Qualified meetings
delivered to your AEs

OPTION 1

Performance Only

No retainer. Pay only for results.

\$500

per sales-qualified meeting delivered

10 SQL meetings / month target

60 meetings over 6-month contract

- ✓ Zero monthly retainer
- ✓ Pay \$500 per meeting — no meeting, no charge
- ✓ Max monthly cost: \$5,000 (at 10 meetings)
- ✓ Max 6 month cost: \$30,000 (at goal)
- ✓ 3-6 month contract

OPTION 2 · RECOMMENDED

Hybrid Model

Retainer + performance. Shared commitment.

\$2,000

per month retainer

+ \$150 per sales-qualified meeting

10 SQL meetings / month target

60 meetings over 6-month contract

- ✓ \$2,000/mo retainer keeps GenGard invested
- ✓ \$150 per meeting — aligned incentives
- ✓ Max monthly cost: \$3,500 (at 10 meetings)
- ✓ Max 6-month cost: \$21,000 (at goal)
- ✓ 3-6 month contract

PERFORMANCE ONLY VS. HYBRID — AT A GLANCE

	OPTION 1 Performance Only	OPTION 2 Hybrid
Monthly Retainer	None	\$2,000
Performance Fee / SQL	\$500	\$150
Target Meetings / Month	10	10
Max Monthly (at goal)	\$5,000	\$3,500
Max 6-Month Total (at goal)	\$30,000	\$21,000
Contract Length	6 months	6 months
GenGard's Risk Exposure	High	Balanced
Client's Monthly Certainty	Variable	Predictable
Best For	Risk-averse clients	Best results & alignment

REVENUE SCENARIO — 20% CLOSE RATE · YOUR AVERAGE DEAL SIZE

\$15,000 ACV

10 meetings / month
1 deal closed per month

Revenue / month

\$15,000

Option 1 ROI

4x

Option 2 ROI

5.5x

\$30,000 ACV

10 meetings / month
1 deal closed per month

Revenue / month

\$30,000

Option 1 ROI

8x

Option 2 ROI

11x

\$50,000 ACV

10 meetings / month
1 deal closed per month

Revenue / month

\$50,000

Option 1 ROI

13.3x

Option 2 ROI

18x

The Math Over 6 Months

At 10 meetings/month over 6 months = 60 total SQL meetings. At 20% close and \$30K ACV, that's 12 deals = \$360,000 in new revenue.

FROM SIGNED CONTRACT TO FIRST MEETING — IN 7 DAYS

01

DAY 1–2

Contract & Kick-Off

Agreement signed. 30-min ICP alignment call. SQL criteria defined together. CRM and calendar access granted.

02

DAY 3–5

Build & Align

Prospect list built and verified. Outbound sequences written and approved by your team.

03

DAY 7

Go Live

Outbound sequences launch. Active prospecting begins across agreed channels.

04

WEEK 3–4

First Meeting

First SQL meeting booked on your team's calendar with full handoff notes and qualification summary.

05

ONGOING

Report & Optimize

Bi-weekly pipeline reports. Regular strategy reviews. Constant iteration on messaging and performance.

Meetings are only counted — and fees only charged — when a meeting is delivered and meets your agreed qualification criteria.

Let's build your pipeline.

Choose your option and we can have live outbound sequences running within 7 days of signing.

Questions? Let's talk.

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YOUR NEXT STEPS

1

Choose Your Option

Performance Only (\$500/SQL) or Hybrid (\$2,000 + \$150/SQL)

2

Review & Sign

Agreement sent within 24 hours of decision

3

SQL Criteria Call

30-min call to define exactly what qualifies as a meeting

4

Go Live

Outbound sequences launch within 7 days

5

First Meeting

Target: Week 3–4 from signing

Option 1: \$500/SQL · Option 2: \$2,000/mo + \$150/SQL · 6-Month Contract · 10 meetings/mo