



LOW-TICKET SELF-LIQUIDATING OFFER

By the time your customer books this call, they've **already paid you.**

The funnel does the selling. Your customer went through a checkout, made a purchase (maybe several), and now they've booked a call with you off their own back. You're not closing a stranger — you're onboarding a client who already knows, likes, and trusts you enough to hand over their card. This call has one job: deliver, build a little more trust, and open the door to the next stage.

Already warm

They opted in, bought, and booked — not cold outreach.

Ad spend offset

Their payment liquidates what you spent to acquire them.

One-time, not managed

What they bought is a system build — not an ongoing service.

Upgrade built in

The call is where you open the door to the bigger package.

THE FUNNEL — WHAT THEY COULD HAVE BOUGHT

01

QUICK REFERENCE

What's Already Been Paid For

Every call opens the same way: you already know what's on the order. Check the pipeline before you dial in — that's what determines the rest of this call.

Front-End Offer

5,000 warm leads for their business — \$27.

Order Bump

10,000 leads total (another 5,000) for an extra \$20 — order lands at \$47.

Upsell — DFY Lead Gen & AI SDR System

One-time system build-out — \$197.

Downsell — Same System

Offered at \$97 only if they said no to both upsells.

Upsell — DFY Reactivation System

Turns old leads and no-shows into new opportunities — \$99 one-time.



THE ONE THING TO GET RIGHT

What they bought is a system build, not a managed service. For \$97–\$197 they never expected you to run anything for them on an ongoing basis. That gap — between "you built it" and "you run it" — is the entire upgrade opportunity on this call.

THE ONBOARDING CALL — THE MODEL

02

PHASE

Deliver, Discover, Match, Gauge, Book

A conversation, not a pitch.

Don't open by listing what they didn't buy and pushing it. Confirm the build, ask a real question about what's going on in their business, connect what they tell you to the logical next step, ask one grounded question to gauge interest, and — if there's interest — book them onto a call where pricing and packages actually get discussed.

Deliver — confirm the build

Discover — ask a real question

Match — connect their pain to the next step

Gauge — one grounded question

Book — get them on the calendar

"

UNIVERSAL OPENER

"Hey [Name], welcome — congrats on getting this set up! I pulled up your order, so I already know what you're working with — that's going to save us time today. On this call I want to confirm exactly what we're building, walk you through the timeline, and I'd love to hear where your head's at with the business right now. Sound good?"

"

DISCOVERY

"Before we wrap up — I'm curious, what's been the biggest challenge lately when it comes to bringing in new business or keeping on top of everything?" Listen for a real answer. If it's vague: "Got it — and when that happens, what does that actually look like day to day for you?"

THE DECISION TREE — WHERE THIS CALL CAN GO

03

PHASE

Match The Pain To The Right Path

Three ways this ends. All three are a win.

There's no wrong outcome here — just three different levels of relationship, and your job is to read which one actually fits. Never quote pricing beyond what they've already paid for; the managed-service pricing below is context for you, not a script to read verbatim before they've expressed real interest.

They just want what they paid for — the system, nothing more.

Deliver it cleanly. No push. Log it and let follow-up automations handle re-engagement later.

They want campaigns actually live, and they're happy to run them.

Get them into Acquisity — first month free (they've already paid for the build), then \$185/mo from month two if they want to keep self-managing.

They want the outcome, not another thing to manage.

This is the upgrade: a fully managed, Done-For-You service at \$2,000/mo — you run the

campaigns and they get the rest of what Acquisity offers as part of the package.



Don't know the answer? Never guess. "Great question — my partners handle the technical side. My job is making sure we hit your goals. I'll have an answer for you by [date]."

GROWTH ENGINE

Sales Deck — For The Fully Managed Upgrade

USE ON THE CALL

When a customer wants the outcome and not the workload, this is what you read from. It walks through everything Acquisity gives them as part of a fully managed package — not just campaign management, the whole platform — and it's built to justify a \$2,000/mo (or higher, based on impact) relationship.

Pain points, future-paced

AI agents inside Acquisity

What "fully managed" actually includes

Built to present live, screen-shared

Share screen

Walk them through the deck live on the call

Anchor on impact

\$2K is the floor — charge more for bigger accounts

Set up in Acquisity

Create the account, apply the discount code, get them live



DELIVERING THE DISCOUNT

Apply the code **WELCOME100** on their Acquisity workspace setup in real time — it gives them their **first month free**, since they've already paid \$197 (or \$97 if they came through the downsell) for the build. They only start paying from month two. One-time use per customer.



HOW TO FRAME IT

"What you bought was the system — the build. What we're talking about now is someone actually running it for you: campaigns live, managed end to end, plus everything else Acquisity gives you. That's the difference between having the tool and having the outcome."



SALES DECK LINK

ai-growth-engine-sales-deck.lovable.app

IMPORTANT — READ BEFORE YOU RUN THESE CALLS

HOW THE FREE MONTH ACTUALLY WORKS

One-time build vs. managed service — don't blur the line

The entire upgrade opportunity on this call rests on one distinction: the customer paid \$97–\$197 for a system to be *built*, not for it to be *run*. Keep that boundary clear in your own head before you get on the call, because it's what makes the upgrade feel like a genuine next step instead of a bait-and-switch.

Every eventuality still gets the free month. Whether they self-manage at \$185/mo or upgrade to the \$2,000/mo fully managed offer, month one of Acquisity is free — they've already paid for the build. They only start paying from month two onward.

No hard sell

One qualifying question is enough. If they say yes, move to booking.

No pricing on this call

Beyond what they already bought, pricing and scope live on the strategy call.

Pain point first

The upgrade tease only lands as a direct answer to something they actually said.

No means no, once

If they decline, don't push twice. Log it and let automations re-engage later.

What if they came through the \$97 downsell instead of the \$197 upsell?

Doesn't change anything on this call — they still get the same free first month of Acquisity from month two onward. The downsell only affected what they paid up front for the build.

What if the WELCOME100 code has already been used on their account?

It's one-time use per customer. If they've already redeemed it before, they don't get a second free month — talk them through pricing starting from month one instead.

What if they don't want campaigns run at all?

That's fine — deliver the system build cleanly and stop there. No obligation on your end to keep fulfilling anything further. They're just a customer of Acquisity at that point if they ever want to self-manage.

Can they self-manage now and upgrade to fully managed later?

Yes. Month two onward at \$185/mo self-managed is not a ceiling — if they later want it run for them, that's the same \$2,000/mo upgrade conversation, just later down the line.

What if a pain point doesn't map to any of this?

Don't force it. Let it go, or fall back to a general tease: "A system on its own is a tool — the accounts that see the biggest jump are the ones who pair it with someone actually running it day to day. That's exactly what we can map out for you."

WHY THIS WORKS

They didn't arrive cold. The funnel already did the trust-building — they opted in, paid, and booked this call themselves. Your only job is to not get in the way of that trust: confirm, deliver, listen, and let the upgrade follow the conversation instead of leading it.

BOTTOM LINE

This call is a hand-off point, not a closing point. Your success metric is a booked strategy call or a clean self-manage setup — not upsell revenue extracted on the spot. Deliver what they paid for, listen for the real pain point, and let the next step follow naturally.