Sales Process

- General Reddit/FB/Linkedin Sales
- Reddit-Software MVP
- Reddit- AI Automation
- Reddit-<> OutSourcing

General Reddit/FB/Linkedin Sales

AI Agency Sales Playbook

Purpose

A repeatable, AI-first sales system for intent-based leads (LinkedIn / Reddit / Facebook) that:

- Builds trust in high-competition environments
- Uses micro-commitments instead of hard selling
- Bridges prospects from $0 → $3k+ safely
- Can be executed by junior closers

Core Principles

1. **Sell clarity, not code**
2. **AI should reduce friction, not show off**
3. **Micro-commitments > big closes**
4. **$3k is never the first sale**
5. **Disqualifying early builds trust**

Lead Types We Handle

A. Founder / Operator (Project-Based)

- MVPs
- Internal tools
- AI automation

B. Vague / Idea-Stage Leads

- “Looking for help”
- Unclear scope

C. Agencies / Outsourcing Partners

- Overflow work
- White-label delivery

Each outreach message must match the lead type.

Full Sales Pipeline (End-to-End)

Signal → Contextual DM → Chat Qualification → Alignment Call → AI Summary → Bridge Offer → Discovery → Build / Retainer

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STEP 0: Pre-Outreach (AI-Assisted)

AI does:

- Summarise post + comments
- Detect urgency, confusion, risk signals
- Produce 1-line lead brief

Output Example:

> "Founder confused on scope, deadline pressure, likely budget-sensitive"

STEP 1: First Outreach (Human-Sent, AI-Informed)

Founder / Project Owner DM

```
Hey {{Name}} — saw your post about {{specific thing}}.


Quick sanity check:
are you more stuck on
1) defining exactly what needs to be built
or
2) getting it built fast without breaking things?


Reason I ask — most project posts are scope problems, not dev problems.
```

Agency / Outsourcing DM

```
Hey {{Name}} — saw you’re looking for dev support on {{project type}}.


Out of curiosity, is this:
(a) overflow work you need shipped reliably
or
(b) a longer-term delivery gap you want to plug?


Just want to understand before suggesting anything.
```

Micro-Commitment: Reply

STEP 2: Chat Qualification + Insight

Goals:

- Mirror their problem
- Ask outcome-focused questions
- Drop 1 intelligent insight

Example

```
That makes sense.


What’s the actual outcome you want in the next 60–90 days?
```

Micro-Commitment: Thinking + answering

STEP 3: Alignment Call (15–20 min)

Call Positioning

> “This isn’t a sales call. If it’s not a fit, I’ll say so upfront.”

Key Questions

- What triggered this now?
- What does success look like?
- What’s blocking progress?
- Who decides this?

Budget Alignment

> “Projects usually start at $3k, retainers $5–10k/month. Does that feel roughly aligned?”

Micro-Commitment: Time + vulnerability

STEP 4: AI Summary Email (Critical Trust Builder)

Subject: Quick summary — please confirm

Hey {{Name}},

Here’s my understanding from our conversation — please correct me if anything’s off:

• Goal: {{goal}}
• Current challenge: {{pain}}
• Constraints: {{constraints}}
• Risk areas: {{risks}}

If this looks right, just reply “confirmed” or add notes.

Micro-Commitment: Confirmation

STEP 5: Bridge Offer (Free / $49 / $99)

Offer Names

- AI Readiness Snapshot
- Automation Opportunity Scan
- Project Clarity Audit

Deliverables

- Bottlenecks
- Build vs automate guidance
- Risk map
- Recommended next step

Positioning

> “Before building, we usually run a short diagnostic to reduce risk.”

Micro-Commitment: Small payment / engagement

STEP 6: Paid Discovery ($100–$500)

Outcomes

- Clear scope
- Timeline
- Architecture / approach
- Cost realism

Framing

> “Discovery eliminates unknowns before committing further.”

STEP 7: Build / Retainer ($3k+)

Price Anchors

- Projects start at $3k
- Retainers $5–10k/month

Differentiation Script

> “If you want the cheapest dev, we’re not it. If you want clarity and fewer mistakes, we fit.”

Junior Closer Scripts (Summary)

Pre-Discovery Opening

> “This isn’t a sales call. I’ll ask a few questions and suggest next steps if it makes sense.”

Disqualification Line

> “If you only need cheap dev capacity, we may not be the best fit.”

Soft Close

> “Would it make sense to go one level deeper with a discovery?”

Objection Handling (Junior-Safe)

“We’re talking to others”

> “That makes sense. Just make sure you choose someone who helps you think, not just code.”

“Seems expensive”

> “Most of the cost here is avoiding rework, not writing code.”

CRM Stages (Recommended)

1. Signal Detected
2. Replied
3. Qualified
4. Alignment Call Done
5. Summary Confirmed
6. Bridge Offer Accepted
7. Discovery
8. Proposal Sent
9. Closed / Disqualified

Where AI Is Felt by Client

- Fast, accurate summaries
- Sharp insights
- No repetition
- Clear thinking

Outcome: *“These guys are sharp.”*

Final Note

This system wins not by speed, but by **reducing decision risk**.
Trust compounds at every micro-commitment.

Reddit-Software MVP

Perfect — **“looking for software MVP”** is a *very specific buyer psychology*, and if you handle it right, it’s one of the **highest-converting segments** for an AI/software agency.

Below is a **deep dive** into:

- what’s going on in their head
- why most agencies lose them
- how *you* should run the process end-to-end
- exact messages, questions, micro-commitments, and AI leverage

Think of this as a **playbook just for MVP buyers**.

? 1. The Psychology of an “MVP Seeker”

This person is **not** buying software.

They are buying **relief from uncertainty**.

What they are secretly afraid of

- “What if I spend money and this is the wrong thing?”
- “What if devs build what I say, but not what I need?”
- “How do I know this will actually work?”
- “I don’t even know what questions to ask”

What they *say*

> “I need an MVP built”
> “Looking for a dev/agency”
> “Budget is tight”
> “Just need something simple”

What they *mean*

> “Help me not make a stupid decision.”

This is why **selling development fails**
and **selling clarity wins**.

? Why Most Agencies Fail With MVP Leads

They:

- Ask for specs
- Ask for wireframes
- Ask for tech stack
- Send portfolios
- Quote prices too early

This triggers fear:

> “If I don’t know these answers, I’m not ready”

You must do the opposite.

? Your Core Positioning (Repeat This Internally)

> **“We don’t build MVPs.**
> **We help founders figure out what’s worth building — then build the smallest version that can validate it.”**

This sentence alone disqualifies 70% of bad fits and **attracts the right ones**.

? 2. MVP-Specific Sales Pipeline (High Resolution)

Funnel

Signal → Context DM → Problem Reframe → Alignment Call → AI Summary → MVP Diagnostic → Build

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STEP 1: Outreach to MVP Seekers (Critical)

What you must show immediately

- You understand uncertainty
- You are not rushing to code
- You've seen this before

DM Script (Founder / MVP)

```
Hey {{Name}} — saw your post about building an MVP for {{idea/context}}.
We are an <MVP> agency with testimonials but before pithing
Quick check:
are you clearer on
1) what problem needs to be validated first
or
2) how the MVP should actually look technically?

Most MVP issues start before code, so just want to understand.
```

□□ **Micro-commitment #1:** reply + choose 1/2

STEP 2: Reframe the MVP (This Is Where You Win)

Once they reply, **do not pitch**.

You reframe their mental model.

If they say “tech / MVP build”

```
Got it.

One thing I’ll flag early:
most MVPs fail not because of bad code,
but because they validate the wrong assumption.

Before thinking about features,
what assumption are you trying to test with this MVP?
```

Most people have **never been asked this**.

□□ **Micro-commitment #2:** thinking at a higher level

STEP 3: Extract the Real MVP Goal

You are looking for one of these:

- Demand validation
- Workflow proof
- Internal efficiency
- Investor demo
- Revenue test

Key Question (must be asked slowly)

```
If this MVP “works”, what changes for you?
Users sign up? Someone pays? Investors say yes?
```

Now you’re not a dev — you’re a guide.

STEP 4: Alignment Call (15–20 min)

Opening (must be said verbatim)

> “This isn’t a sales call.
> MVPs are risky, and my job is to see if building one even makes sense.”

This instantly increases trust.

MVP-Specific Questions (Junior-Safe)

1. **Trigger**

   > “Why now? What happens if you *don’t* build this MVP?”

2. **Audience**

   > “Who exactly is this for, and how do they experience the problem today?”

3. **Risk**

   > “What’s the biggest unknown right now?”

4. **Constraints**

   > “Any deadlines tied to funding, pilots, or partners?”

5. **Experience**

   > “Have you built anything like this before?”

Micro-commitment #3: time + vulnerability

STEP 5: AI Summary (Massive Trust Builder)

After the call, send a **clean, confident summary**.

> This is where AI should shine.

What the summary should include

- Their idea (in *better words*)
- The real risk
- What not to build
- What *might* be the MVP

This makes them think:

> “These people understand my idea better than I do.”

◻◻ **Micro-commitment #4:** confirm / correct

STEP 6: MVP Diagnostic (Your Bridge Product)

◻◻ This is **mandatory** for MVP seekers.
Jumping straight to $3k+ is too risky psychologically.

Name it something like:

- “MVP Risk Reduction Sprint”
- “MVP Clarity & Scope Sprint”
- “Founder MVP Diagnostic”

Price

- $49–$99 (early)
- $199–$500 (ideal)

Deliverables (non-negotiable)

- Core assumption being tested
- What NOT to build
- MVP scope (v1, v1.1, v2)
- Rough effort & cost bands
- Go / No-go recommendation

Positioning:

```
This isn't about building.
It's about deciding whether building makes sense.
```

□□ **Micro-commitment #5:** money + trust

STEP 7: Transition to $3k+ Build

Now the psychology changes.

They are no longer asking:

> “Should I trust them?”

They are asking:

> “Do I continue with them?”

Transition Line

```
Based on the diagnostic,
there's a very clear MVP we can build.

We can either:
```

```
– build a risky version fast
– or build the validated version we outlined

We only do the second one.
```

Now $3k feels **logical**, not scary.

? How You Frame MVP Pricing (Very Important)

Never say:

> “MVP costs $3k”

Say:

> “This is the smallest version that can test the core assumption without overbuilding.”

Price becomes **risk insurance**, not cost.

? Where AI Is Felt (Specifically for MVP Leads)

They will notice:

- How cleanly their idea is summarized
- How fast insights come back
- How little repetition there is
- How structured the thinking is

They will tell others:

> “These guys really helped me think through the MVP.”

? MVP Red Flags (Teach Juniors This)

Disqualify if:

- “Just build what I say”
- No user defined
- No timeline or trigger
- Extreme price sensitivity
- Refuses diagnostic

Say:

> “I don’t think an MVP is the right next step yet.”

This paradoxically increases respect.

? Final Mental Model for Your Team

MVP buyers are not buyers.
They are decision-makers under uncertainty.

Your job:

- Slow them down
- Reduce risk
- Make the next step obvious

If you want next, I can:

- Design the **exact MVP Diagnostic template**

- Write **junior scripts only for MVP leads**
- Create a **Notion-based MVP sales flow**
- Help you productize MVP work (fixed scope offers)

Just tell me what you want to build next.

Reddit- AI Automation

This is a **very good question**, and honestly this is where *most AI automation agencies die* — not because they're bad, but because **AI automation is invisible value** until it works.

I'll go deep, step-by-step, specifically for **AI automation buyers**, and show you:

- what's actually going on in their head
- how to **differentiate** when everyone claims "automation"
- how to build a **trust bridge from outreach → paid work**
- how to productize the bridge so $3k+ becomes natural

This is long, but this is *the playbook*.

? 1. Psychology of AI Automation Buyers (Very Different from MVP)

People who want **AI automation** are usually:

- Already running something
- Feeling operational pain
- Afraid of breaking what works
- Burned by "tools that promised automation"

What they *say*

> "We want to automate X"
> "Can AI do this?"
> "Looking for Zapier / AI workflows"

What they *mean*

> “We are bleeding time/money and don’t know where to start.”

Core fear

- Automation will **break operations**
- AI will be **unreliable**
- ROI is unclear
- Maintenance will be painful

So they are **risk-averse**, not experimental.

? Why Most AI Automation Agencies Lose

They:

- Talk tools (Zapier, GPT, n8n)
- Show flashy demos
- Pitch “we automate everything”
- Jump to building flows
- Quote retainers immediately

This triggers:

> “If this breaks, I’m screwed.”

? Your Core Differentiation (Internal Truth)

Repeat this internally until it’s muscle memory:

>

> **“We don’t automate tasks.**
> **We automate outcomes, with safeguards.”**

You are not an automation shop.
You are a **risk-controlled automation partner**.

? 2. AI Automation-Specific Sales Pipeline

Signal → Context DM → Pain Reframe → Alignment Call → Automation Map → Pilot → Scale

Notice: **Pilot exists**. This is critical.

STEP 1: Outreach to Automation Leads

Signals you monitor

- “We’re doing this manually”
- “Too much ops work”
- “Need automation”
- “Zapier not enough”
- “AI workflow help”

DM Script (Automation-Specific)

```
Hey {{Name}} — saw your post about automating {{specific workflow}}.
We are an <Ai> agency with testimonials but before pithing

Quick question before suggesting anything:
is the bigger issue here
1) too much manual effort
or
2) mistakes / inconsistency in the process?
```

```


Automation approach changes a lot based on this.
```

Micro-commitment #1: reply + choice

STEP 2: Reframe Automation (CRITICAL)

Once they reply, you **shift the conversation**.

Example

```
That makes sense.

One thing we’ve learned:
most automation failures aren’t technical —
they fail because edge cases weren’t designed.

Before talking tools,
what breaks today when this process goes wrong?
```

Now they’re thinking about **risk**, not features.

Micro-commitment #2: deeper thinking

STEP 3: Identify Automation Class

You classify them internally:

A. Time Drain

- Repetitive ops
- Manual data movement

B. Error-Prone

- Compliance
- Finance
- CRM / reporting

C. Scale Bottleneck

- Support
- Lead handling
- Internal approvals

Each class needs a different automation story.

STEP 4: Alignment Call (15–20 min)

Opening (must be exact)

> “This isn’t a sales call.
> Automation can break things, so the goal is to see whether automation even makes sense here.”

This line **instantly separates you**.

Automation-Specific Questions

1. **Process Walkthrough**
   > “Can you walk me through this workflow step by step?”
2. **Failure Cost**
   > “What happens when this goes wrong?”
3. **Volume**
   > “How often does this run per day/week?”

4. **Human Overrides**

    > “Where do humans step in today?”

5. **Tolerance**

    > “If automation made a mistake once a week, is that acceptable?”

These questions scream experience.

Micro-commitment #3: time + trust

STEP 5: AI Automation Map (THE BRIDGE)

This is where most agencies skip and fail.

You **must not jump to build**.

What You Offer Instead

Automation Opportunity Map
(aka your bridge product)

Price

- $49–$99 (starter)
- $199–$500 (ideal)

Deliverables

- Current manual workflow (visual)
- Automation candidates
- Risk zones
- Human-in-the-loop points
- Pilot recommendation
- ROI estimate (time saved, errors reduced)

Positioning:

```
This tells us what to automate,
what NOT to automate,
and where AI should never touch.
```

◻◻ **Micro-commitment #4:** money + belief

STEP 6: Pilot Automation (THIS WINS DEALS)

Instead of:

> "$5k retainer"

You say:

> "Let's automate *one* safe, high-ROI workflow first."

Pilot Characteristics

- Low blast radius
- Measurable impact
- Reversible
- 2–3 weeks max

Price:

- $1k–$3k

This is where you **get paid**.

STEP 7: Scale to Retainer ($5k–$10k)

Now they've experienced:

- Reliability
- Safety
- ROI

Retainer Positioning

```
Now that automation is touching core ops,
the real value is:
— monitoring
— optimization
— new workflows
— failure handling

That’s what the retainer covers.
```

Retainer becomes **insurance**, not cost.

? Your Differentiation vs Other AI Automation Agencies

Say this explicitly:

> “Most automation agencies focus on connecting tools.
> We focus on what happens when automation fails.”

That single sentence **wins serious buyers**.

? Where AI Is Felt (Automation Context)

They feel AI when:

- Their process is mapped cleanly

- Edge cases are identified early
- AI summaries are precise
- Nothing is rushed
- Safeguards are explained

They don’t want magic.
They want **control**.

? Automation Red Flags (Disqualify These)

- “Fully automate everything”
- “No humans involved”
- “Just use GPT”
- No tolerance discussion
- No failure plan

Say:

> “I don’t think AI automation is safe here yet.”

This builds credibility even when you walk away.

? Mental Model for Your Team

Automation buyers don’t buy AI.
They buy reduced operational risk.

Your bridge to payment is:

- Make risk visible
- Reduce it in stages
- Let them experience success safely

? What You Should Productize Immediately

1. **Automation Opportunity Map (bridge offer)**
2. **Pilot Automation package**
3. AI summary + workflow visual template
4. Junior scripts specifically for automation leads

If you want next, I can:

- Design the **Automation Map template**
- Write **DM + call scripts only for automation**
- Help you **price pilots properly**
- Build a **Notion + CRM flow for automation sales**

Just tell me what you want to implement first.

Reddit-<> OutSourcing

This is an **important category** and very different from MVP or automation buyers.
If you treat *outsourcing agencies* like normal clients, you'll either **lose deals** or **get crushed on price**.

Below is a **deep, practical playbook** specifically for **agencies looking to outsource work** — with:

- buyer psychology
- differentiation (so you don't become "cheap dev shop")
- the **bridge to getting paid** without long trust cycles
- exact scripts, micro-commitments, and packaging

? 1. Psychology of Outsourcing Agencies

Agencies outsourcing work are **not buying expertise first**.
They are buying **risk offloading**.

What they fear

- Missing deadlines
- Quality issues hurting *their* client
- Developers disappearing
- Communication overhead
- Client escalation because of you

What they say

> "Need dev help"
> "Looking for reliable team"
> "Overflow work"
> "White-label devs"

What they mean

> “I need someone invisible, reliable, and fast.”

They don’t want innovation.
They want **predictability**.

? Why Most Vendors Lose Agency Deals

They:

- Pitch portfolio (irrelevant)
- Talk about AI innovation (not needed)
- Overpromise speed
- Ask for long-term commitments early
- Don’t understand white-label reality

This triggers:

> “This will create more work for me.”

? Your Positioning for Agencies (Say This Clearly)

> **“We work as an extension of your delivery team — invisible to your client, accountable to you.”**

You are not an agency.
You are **delivery infrastructure**.

? 2. Outsourcing Agency Sales Pipeline

Signal → Fit Check → Delivery Alignment → Trial → Scale

Notice: **Trial** exists.
This is the bridge to payment.

STEP 1: Outreach to Agencies (Different Tone)

DM Script (Agency-Specific)

```
Hey {{Name}} — saw you’re looking for dev support on {{project type}}.
We are an <MVP> agency with testimonials but before pithing

Quick check before suggesting anything:
are you looking for
1) short-term overflow help
or
2) a delivery partner you can rely on long-term?

We usually work behind the scenes, so just want to understand.
```

□□ **Micro-commitment #1:** reply + classify

STEP 2: Establish Delivery Credibility (Not Portfolio)

Once they reply, **don’t talk about features**.

Reassurance Script

```
Got it.

Just to be clear upfront:
– we don't talk to your client
– we follow your process
– we stick to agreed scope
– we escalate risks early

Before we go further, what's bitten you in the past with vendors?
```

This makes them feel **safe**.

◫ **Micro-commitment #2:** sharing pain

STEP 3: Agency Alignment Call (15–20 min)

Opening (Very Important)

> "This call is to see if our delivery styles match.
> If they don't, it's better to know early."

This frames you as selective.

Agency-Specific Questions

1. **Delivery Model**

   > "How do you usually run projects internally?"

2. **Pain History**

> "What's gone wrong before with outsourced teams?"

3. **Quality Bar**

   > "What does 'good delivery' mean for you?"

4. **Deadlines**

   > "What happens if timelines slip?"

5. **Engagement Style**

   > "Do you prefer task-based or outcome-based work?"

□□ **Micro-commitment #3:** time + honesty

STEP 4: The Bridge — Paid Trial (THIS IS KEY)

□□ Never jump to retainer with agencies.
They **need proof**, not promises.

Offer a **Paid Trial Sprint**

Name ideas:

- "Delivery Trial Sprint"
- "White-Label Pilot"
- "Overflow Test Engagement"

Structure

- 1 small task / module
- 1–2 weeks
- Fixed scope
- Clear acceptance criteria

Price

- $500–$2k (depending on scope)

Positioning:

```
This lets you see:
– our communication
– our reliability
– our quality

No long-term commitment.
```

□□ **Micro-commitment #4:** money + trust

STEP 5: Run the Trial Like a Machine

During trial:

- Over-communicate
- Under-promise
- Flag risks early
- Deliver clean, boring, predictable output

Agencies LOVE boring.

STEP 6: Scale to Retainer / Project-Based Work

Now they've seen:

- You don't break things
- You don't surprise them
- You don't disappear

Retainer Framing

```
At this point, we usually work in one of two ways:
– fixed monthly capacity
```

```
— per-project blocks


Which fits your model better?
```

Price bands:

- $3k–$5k/month (starter)
- $5k–$10k/month (core partner)

? Your Differentiation vs Other Vendors

Say this explicitly:

> “Most vendors try to impress your client.
> We focus on making *you* look good.”

That sentence alone wins deals.

? Where AI Fits (Agency Context)

Use AI to:

- Auto-summarize tasks
- Track scope changes
- Flag risk early
- Generate clean handoff docs
- Maintain delivery memory

They won’t care it’s AI.
They’ll care it’s **smooth**.

? Red Flags (Disqualify These Agencies)

- Wants cheapest only
- No process
- Scope changes without acknowledgment
- Client chaos
- No single point of contact

Say:

> “I don’t think our delivery styles match.”

Respect increases.

? Mental Model for Your Team

Agencies don’t buy talent.
They buy reliability.

Your bridge to payment is:

- Small paid trial
- Predictable delivery
- Zero drama

? What You Should Productize for Agencies

1. **Paid Trial Sprint**
2. White-label delivery SOP
3. Communication & escalation policy
4. Capacity-based pricing blocks

If you want next, I can:

- Write **exact agency DM + call scripts**
- Design the **Trial Sprint template**
- Help you **price white-label retainers**
- Create a **partner pitch deck (internal use)**

Tell me which one you want to build next.