

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
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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**
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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

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.

Revision #1

Created 2026-01-13 14:51:56 UTC by Chandan Kumar

Updated 2026-01-13 14:52:32 UTC by Chandan Kumar