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.

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