

	Tier 1	Tier 2	Tier 3	Tier 4
Implementation Pricing	\$4,000 (2 Payments Of \$2,000)	\$10,000 (2 Payments Of \$5,000)	\$30,000 (4 Payments Of \$7,500)	Custom
Continued Service Pricing	\$2,000/mo	\$5,000/mo	\$10,000/mo	Custom
Delivery Time	1 mo.	2 mo.	4 mo.	Custom

Documentation:				
Persona	✓	✓	✓	✓
Buyer Journey	x	✓	✓	✓
Sales Pipeline	✓	✓	✓	✓
Sales Process	✓	✓	✓	✓
Lead Status & Lifecycle Stage Mapping	✓	✓	✓	✓
Full System Architecture Mapping	x	x	✓	✓
Video Tutorials	x	✓	✓	✓

Onboarding & Planning Call:				
1-on-1 Onboarding	(2) 30m Sessions	(2) 1hr Sessions	(2) 2hr Sessions	(3) 2hr Sessions

Strategy & System Alignment:				
Bi-Weekly Touch-Bases	x	✓	✓	✓
Weekly Touch-Bases	x	x	x	✓
Current System Audit	✓	✓	✓	✓
Desired Tool/System Audit	✓	✓	✓	✓
Full-System Alignment	✓	✓	✓	✓
Implementation Planning & Mapping	✓	✓	✓	✓

Omni-Channel Alignment:				
Prospect Identification & Segmentation	✓	✓	✓	✓
Paid Media Audit & Inital Implementation	x	✓	✓	✓
Assist in Production New Ad Development	x	x	3 Ads (Copy, Creative, Tracking & Integration into CRM)	Custom
1 Hour Strategy Call To Optimize Content On Existing Ads From Advancement Needs Defined	x	x	✓	✓

Daily Email:				
Content Strategy	x	✓	✓	✓
Scheduled Delivery	x	x	4 emails / week (4 weeks)	Custom

Email Campaigns:				
Campaign Strategy	x	✓	✓	✓
Email Development for Desired Campaign	x	x	1 Campaign - 8 Emails	Custom

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CRM Integration:				
Contact Evaluation & Segmentation	✓	✓	✓	✓
Lead Status/Lifecycle Stage Automation	x	✓	✓	✓
Sales Pipeline Development & Automation	x	x	✓	✓
Persona Mapping & Automation	3	4	5	Custom
Development & Automation of Parked Buckets	x	5	7	Custom
Contact Owner Automation	x	2	3	Custom
Lead Entry Automations	x	3	5	Custom
General Nurture & Segment Based Engagement Automations	x	3	5	Custom
Customer Onboarding Automations	x	1	2	Custom
Development of Operational Automations	x	up to 20	up to 30	Custom
Customer Retention/Upsell Automations	x	x	2	Custom
Intro Meeting Automation	x	✓	✓	Custom
Follow Up Meeting Automations	x	x	✓	Custom
Data Correlation & Alignment	✓	✓	✓	Custom
Post 30 Day Implementation Optimization Evaluation	x	✓	✓	Custom
Report Development	x	25	50	Custom
Dashboard Development	x	3	5	Custom
Development of Lists (Active & Static)	✓	✓	✓	Custom
#of Integrations & Alignment to Automations	2	3	4	Custom
Custom Properties & Mapping of Properties	x	✓	✓	Custom
# Response Based Email Templates	x	x	10	Custom
Prospecting Integration:				
Prospecting Processes	✓	✓	✓	✓
Key Property Mapping to CRM	✓	✓	✓	✓
Reporting Development	✓	✓	✓	✓
# Automated Sequences (Apollo)	4	5	6	Custom
# Sequence Email Development	8	10	14	Custom
# Tasks per Sequences	8	8	8	Custom
# Bulletproof Call Scripts	3	5	8	Custom
# LinkedIn Messages	5	8	10	Custom
# of Plays (Rules)	8	12	16	Custom
# of Personas	3	4	5	Custom
# Saved Searches	3	5	6	Custom
# Prospect Lists	3	5	6	Custom
# Response Based Email Templates	5	8	Done Within CRM	Custom

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Training Videos & Documentation				
Prospecting Role Job Description, Process Documentation, SOP's, Checklists, & Success Tracking Processes to ensure a quick onboarding process, autonomy in the role, and ensuring a successful long term placement that can be repeated.	x	x	✓	✓
Document: Persona Documentation	✓	✓	✓	✓
Document: Buyer Journey	x	✓	✓	✓
Document: Sales Process	✓	✓	✓	✓
Document: Full System Architecture Map	x	✓	✓	✓
Document: Overview of Tools & Systems & How They Work Together	✓	✓	✓	✓
Sheet: Lead Status/Lifecycle Stage Explanation	✓	✓	✓	✓
Sheet: CRM Explanation	x	✓	✓	✓
Video/Sheet: Workflow/Automation Walkthrough/Explanation	x	✓	✓	✓
Video/Sheet: Sales Pipeline Walkthrough/Explanation	x	x	✓	✓
Video: How to Navigate & Utilize Your CRM	x	✓	✓	✓
Video: How to Get The Most Out Of Your CRM - A Deep Dive	x	✓	✓	✓
Video: New Account Set Up Process (CRM & Prospecting System)	x	✓	✓	✓
Video: Instructions on How to Set Up Connection for Emails + Calendars on New Accounts	x	✓	✓	✓
Video: How to Navigate Your Prospecting tool	x	✓	✓	✓
Video: How to Utilize Your Prospecting Tools Data & Integrations to Identify Intent	x	✓	✓	✓
Video: How to Integrate Your Prospecting Tool With LinkedIn & Utilize This Data	x	✓	✓	✓
Video: How To Identify The Right Prospects, Save Them & Enroll Them Into Sequences	x	✓	✓	✓
Video: How to Process Tasks, Follow Up with the right contacts, & monitor responses from your efforts	x	✓	✓	✓
Video: How to Find & Utilize Intent Data That Is Relevant to Your Business	x	✓	✓	✓
Video: How Your Prospecting Tool Is Configured	x	✓	✓	✓
Mapping Company fields from Prospecting Tool to CRM	✓	✓	✓	✓
Prospecting System Template Usage	✓	✓	✓	✓
CRM Template Usage	x	x	x	✓
Hubspot Base Packages:				
Marketing Hub	Free/Starter	Professional	Professional	Professional/Enterprise
Sales Hub	Free/Starter	Professional	Professional	Professional/Enterprise
Service Hub	Free/Starter	Professional	Professional	Professional/Enterprise
CMS Hub	Free/Starter	Professional	Professional	Professional/Enterprise

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Operations Hub	Free/Starter	Professional	Professional	Professional/Enterprise
Apollo	1-2 Users	2-3 Users	4-5 Users	5-10 Users