STACKSOLUTIONS.DEV · CLOSER & MEETING MANUAL

English Sales Rep & Live Meeting Guide

Package Routing, 10-Minute & 20-Minute Screen-Share Execution, SLA Rules & Objection Handling

Proof Over Promises
1-Click `?brief=` Handoff
Veristria AS · Kleppe, Norway

1. Package Architecture & Strict "What Counts" SLA Rules

PACKAGE	PRICING (PER 1X BLOCK)	STRICT DELIVERABLE DEFINITION
01 · Interested Leads 4 Leads / mo (~1/wk)	**$199/mo** + $100 Day-1 setup ($299 today, then $199/mo)	Named decision-maker in target market replies positively asking for pricing, quote, sample, or follow-up. Bounces, OOO, and "no thanks" never count.
02 · Converting Traffic 400 Visits / mo (~100/wk)	**$299/mo** + $150 Day-1 setup ($449 today, then $299/mo)	Verified human commercial visitors matching buyer criteria landing on the client's store or signup page (bots/crawlers excluded).
03 · Booked Meetings 4 Meetings / mo (~1/wk)	**$399/mo** + $200 Day-1 setup ($599 today, then $399/mo)	Confirmed calendar event with a qualified target decision-maker. Unexcused no-shows that do not reschedule are replaced free.

2. The 10-Minute Live Order Configuration Call (Standard Track)

Pre-call tab setup: Have Tab 1 on `stacksolutions.dev`, Tab 2 on `stackshortlist.dev`, and Tab 3 on `stackoutreach.dev`. Share screen from second zero (buyer camera optional).

MINUTE 0 – 2 · WARM GREETING & 2 ROUTING QUESTIONS

"Thanks for jumping on for 10 minutes. I have StackSolutions open on my screen so we can make this practical. Tell me in 30 seconds: what is the main offer you want more customers for, and do buyers usually purchase directly on your website, in email/WhatsApp, or after a call?"

MINUTE 2 – 4 · PROVE COMPETENCE LIVE IN STACKSHORTLIST.DEV

Switch to `stackshortlist.dev` and click their target country, decision-maker role, and tech/industry signal live: "Here is why we can charge $199–$399 instead of $2,500/mo: Veristria built the entire B2B intelligence and outreach engine in-house in Norway across 3,632 tracked technologies."

MINUTE 4 – 8 · CONFIGURE STEPS 01–03 TOGETHER IN #BUILDER

Return to `stacksolutions.dev/#builder`. Select their matched package in Step 01, enter their countries/roles/industries + website brief in Step 02, and select 1x Block (or 2x–5x) + their handoff email/calendar URL in Step 03.

MINUTE 8 – 10 · SLA WALKTHROUGH & 1-CLICK BRIEF LINK IN ZOOM CHAT

Review the dark Order Summary dock, explain the 50% one-time setup fee and the **Pause-Until-Delivered SLA**, click **"Copy 1-click brief link"**, and paste `https://stacksolutions.dev/?brief=...#builder` into Zoom chat while still live so they open checkout with every field pre-filled.

3. 20–30 Minute Multi-Block & White-Label Agency Track

- **Min 0–5:** Discovery on deal LTV, monthly sales capacity, and multi-country territories.
- **Min 5–12:** Live market sizing on `stackshortlist.dev` + walking through the 8-company sample dossier.
- **Min 12–20:** Model 2x–5x blocks OR open `/resellers` to model their $1,500–$3,000/mo agency retainer vs wholesale cost.
- **Min 20–28:** Enable White-Label toggle in Step 03 if agency, copy the `?brief=` link, and hand off in chat.

4. Exact Answers to the Top 3 Buyer Questions

1. Why is there a 50% one-time setup fee on Day 1?
Day-1 engineering covers curating and verifying your named decision-maker dataset in StackShortlist, provisioning warmed 25/day mailboxes in StackOutreach, and writing custom outreach angles. Billed once—never on renewals.

2. What if all 4 leads or meetings aren't delivered inside 30 days?
Stripe automatically pauses your Month-2 renewal (`pause_collection = void`) while our team keeps working at $0 extra until 100% of your active block quota is delivered.

3. Can you give an extra discount on 1 block?
$199 / $299 / $399 (~$50/lead, ~$100/meeting) is already our global wholesale floor because we own the software stack.