

SYSTEM OVERVIEW

Proof First Go to Market

We build a living intelligence profile of your market, send every prospect proof of a specific problem in their business before we ever pitch, and hand your reps meetings with people who already believe you.

THE PROBLEM

Most mid-size B2B teams with a large addressable market don't have a volume problem. They have a conversion problem. The break point is the same nearly every time:

Cold outreach asks for something.
Proof First shows them, before we ever pitch.

TYPICAL OUTBOUND

- 01 The same list and data everyone else is using
- 02 Generic messaging, "personalized" with a name and company
- 03 A headline reply rate with nothing behind it
- 04 The meetings that do book are cold: people who aren't sure why they took the call

PROOF FIRST, FROM MULTIPLAI

- 01 Deep company profiles built over time in Pulse, our market intelligence engine: accurate insights and live buying signals
- 02 Outreach triggered by a real change at the account, with proof of a **specific, measured gap** in their own business
- 03 The full funnel for every campaign. In our best LinkedIn campaign, **48% of people messaged after accepting a connection replied**
- 04 Prospects show up with **real intent**, already clear on why they took the call

HOW IT WORKS

From market intelligence to **meetings held**: six steps, one loop

01

We build your market in Pulse.

Pulse, our market intelligence engine, continuously gathers and analyzes data on every account in your market: where it's heading, how it operates, and the triggers that signal it's ready to buy. These are signals standard company data can't show you.

02

That intelligence shapes the message and the proof.

Every sequence is built around the specific trigger we found at that account. The proof asset comes from the same intelligence, so the message and the asset always line up.

03

We align with you, then launch.

We agree on the strategy and the proof angle up front. You approve every design and message. Then outreach runs across email and LinkedIn.

04

Meetings land on your reps' calendars.

We handle replies, objections, qualification and booking. Your reps get the invite, the account profile, the proof asset we sent and the conversation behind it.

05

We follow up on every yes.

A positive reply isn't a booked meeting, and a booked meeting isn't a held one. Follow-up confirms times, recovers no-shows and shares supporting material while interest is high. We report meetings booked and meetings held as separate numbers.

06

Results sharpen the targeting.

Every reply and every meeting-quality rating feeds back into the signals we track for your market. Month four is far better targeted than month one, and the intelligence is yours to keep.



Back to step 1. The loop runs again, better targeted every month.

WHAT'S INCLUDED

Everything it takes to put qualified meetings on your calendar

One engagement. You approve everything before it goes out.

Market intelligence

- Your market built in Pulse
- Continuous data refresh
- Verified contacts
- Buying-signal monitoring
- Ongoing refinement of your target list

Messaging and proof

- Strategy and angle
- A custom proof asset for every prospect
- Hosted delivery
- Messaging improved against real response data

Outbound execution

- Domains and email setup
- Inbox warmup
- LinkedIn setup
- Deliverability management
- Sequence management, reply handling
- Qualification, booking, CRM handoff

Follow-up

- Follow-up on every positive reply until the meeting is confirmed and held

Strategy and reporting

- Your dedicated strategist
- A weekly working call
- A monthly Market Intelligence Review covering results, insights and recommendations

IS THIS A FIT? ALL FOUR NEED TO BE TRUE.

5,000+

accounts in your market, where readiness to buy doesn't show up in standard company data

\$20,000+

average contract value, or \$50,000+ customer lifetime value

2+ reps

with open calendars to take the meetings

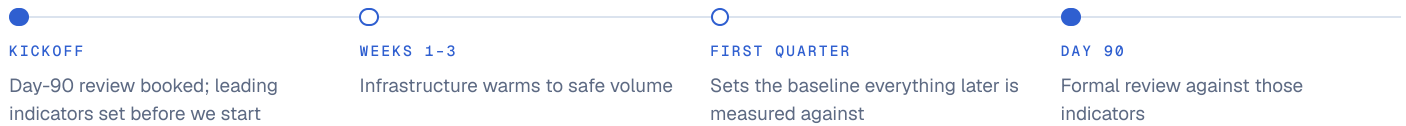
Human-closed

sales motion, not product-led or self-serve

We'll tell you if you're not a fit. With fewer than about 1,000 named accounts, an account-based approach usually works better, and we'll say so. Between 1,000 and 5,000 accounts, we'll look at your market on the call and tell you honestly whether Proof First will pay off.

HOW THE ENGAGEMENT RUNS

A 90-day minimum, then month to month with 30 days' notice



You're only ever committed to the proof of concept. No long-term contracts and no quarterly blocks. The first 90 days prove the approach works for your market. After that, you stay because it's working.

WHAT WE NEED FROM YOU

- ✓ Someone who can approve messaging and your target market quickly
- ✓ Your existing case studies
- ✓ Calendars we can book meetings into
- ✓ Honest feedback on meeting quality
- ✓ Read access to your CRM
- ✓ One hour a week with Jeff

YOUR STRATEGIST: JEFF HINES

Jeff spent 30 years building and running enterprise sales teams at Dell EMC, Hitachi Data Systems and Oracle. He knows the difference between a real sales meeting and activity, and he leads every Multiplai engagement personally, from strategy to your weekly call. Behind him, our implementation team built and runs the system that powers every campaign.

READING YOUR QUOTE · TWO THINGS DRIVE THE NUMBER

Segment build

QUOTED ONCE

Priced by the size of the market we profile in Pulse.

Sending capacity

SETUP + MONTHLY RETAINER

Priced by how much of that market we work at a time.

They're separate lines on purpose: either can move without disturbing the other as the engagement grows. Jeff will give you a straight number on the call.

ONE RESULT, WITH THE ARITHMETIC SHOWN

\$105K pipeline in 9 days · Medical web design · Propeller AI

292 connection requests → 98 connected (34%) → 89 messaged → 33 replied (37%)

The opener offered a free rebuild of the prospect's own website. The first deal closed at \$5K. Results from a campaign run on the system that powers Multiplai, delivered by our implementation partner.

Let's see if your market is a fit. 30 minutes with Jeff. He'll tell you plainly whether it will work, and if it won't.

[Book 30 Minutes](#)[Watch the Demo](#)