THE GROWTH AGENCY

DEMAND GENERATION · FULL SDR ENGINE

Your brand. A complete SDR engine.

From finding relevant prospects to managing conversations and structured follow-through — operated under your brand.

STARTER £250 / MONTH · FULL SDR ENGINE £550 / MONTH

THE GROWTH AGENCY

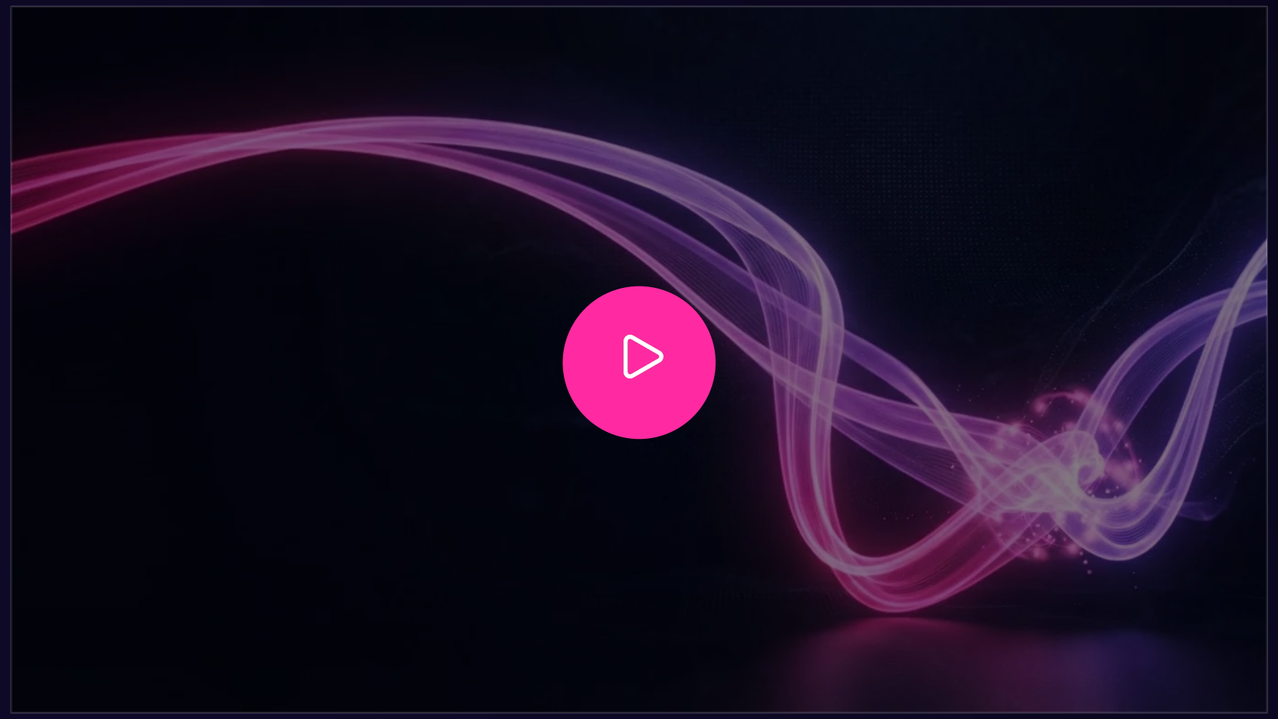
WATCH THE INTRODUCTION

See how the engine works.

A short walkthrough of how we find live demand, run the conversation and follow through after the meeting.

Watch the introduction →

The same introduction used across The Growth Agency decks. Opens the player in your browser.



Introduction · The Growth Agency

WHAT YOU WILL SEE

Where live requirements appear · how the representative handles the reply · why follow-through decides the outcome · where your team takes over.

Next: the packages →

THE OPERATIONAL GAP

The meeting is a milestone. Not the finish line.

Most outbound stops at the calendar. The opportunity usually needs consistent follow-through long after the first reply — and that is where good conversations quietly go cold.

Fragmented follow-up
Texts, calls and post-proposal chasers sit across different tools and different owners.

Momentum lost after the meeting
A strong conversation goes quiet while the proposal waits for a decision.

Volume instead of relevance
Large generic lists create activity without a credible reason to speak now.

This is the operation around your sales team — not a replacement for it.



TWO PACKAGES · CLEAR OWNERSHIP

Built to do the job of a £5,000-a-month outbound team.

Both packages run the same demand-generation operation. The Full SDR Engine extends it beyond the meeting.

01 / STARTER · DEMAND GENERATION

£250 / month

- ✓ Data sourcing from relevant platforms
- ✓ APIs and workflow configuration
- ✓ Enrichment and validation
- ✓ Outbound under your brand
- ✓ Your own AI representative on the back-and-forth
- ✓ Qualified meeting handover

Includes the representative and the nurture to a meaningful yes.
You host the meeting.

02 / FULL SDR ENGINE

£550 / month

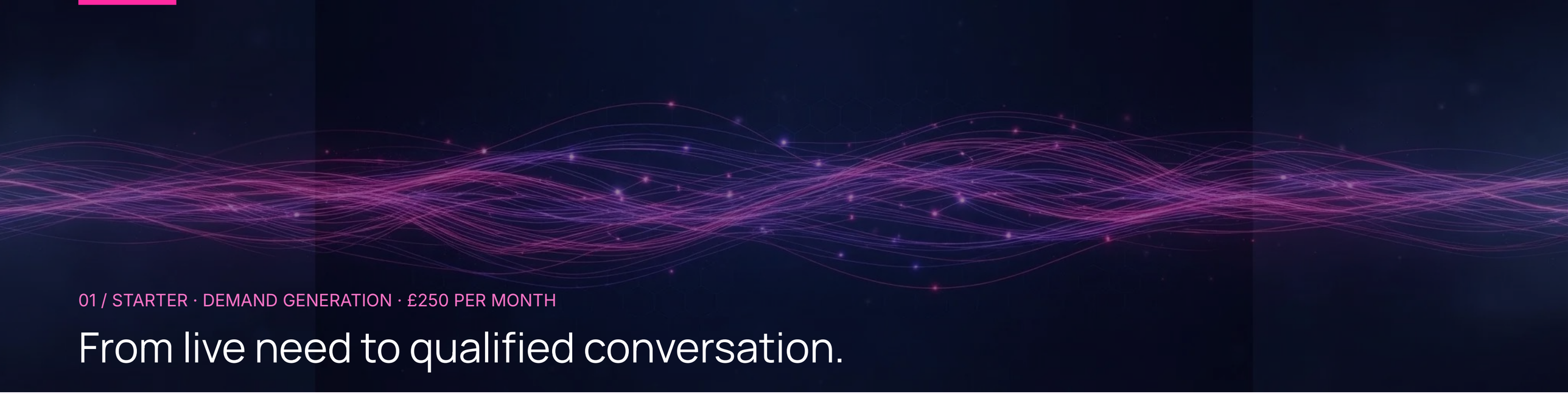
Everything in Starter, plus:

- ✓ Post-meeting text follow-up
- ✓ Phone-call follow-ups
- ✓ Follow-up after your proposal is delivered
- ✓ Retargeting campaigns
- ✓ Nurture campaigns

The full sales process around your team.
Meetings and closing stay with you.

A positioning comparison, not a guarantee of identical activity or results.

Final scope, third-party technology, any advertising spend and bespoke setup are agreed in your proposal.



01 / STARTER · DEMAND GENERATION · £250 PER MONTH

From live need to qualified conversation.

WHAT THE MONTHLY RETAINER RUNS FOR YOU

The full operation behind your next conversation.

We build and operate the infrastructure, keep the data current and run the outreach under your brand — with quality checks before anything reaches a prospect.

01 / SOURCE

Relevant demand

Live roles, projects, tenders and public signals.

02 / ENRICH

Right person, full context

Contact matching, enrichment and validation.

03 / ENGAGE

Your brand, not ours

Measured outreach around the specific signal.

APIs, configuration and workflow maintenance are included in the retainer.

YOUR OWN AI REPRESENTATIVE

A representative that speaks for your business.

Handles the back-and-forth
Replies, questions and follow-ups in your tone of voice.

Qualifies against your criteria
Works from approved offer details, FAQs and qualification rules.

Nurtures to a meaningful yes
Keeps warm conversations moving while timing is not yet right.

Knows when to hand over
Commercial terms and sensitive queries go to your team.

Operating rules and escalation paths are agreed before launch.



THE HANDOVER POINT

Once the contact is relevant, engaged and ready to talk, you take the meeting.

WHERE THE TWO PACKAGES DIVERGE

A meaningful yes. Then you host the meeting.

Demand Generation ends at a qualified, ready meeting. Everything after it is where the Full SDR Engine begins.

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Qualify readiness and confirm the commercial context.

THE GROWTH AGENCY

Keep the conversation warm through weeks of decision time.

THE GROWTH AGENCY

Hand over the brief, the context and the agreed next step.



YOUR TEAM

Host the meeting and assess genuine fit.

YOUR TEAM

Prepare, price and deliver the proposal.

YOUR TEAM

Negotiate and close. That stays yours in both packages.

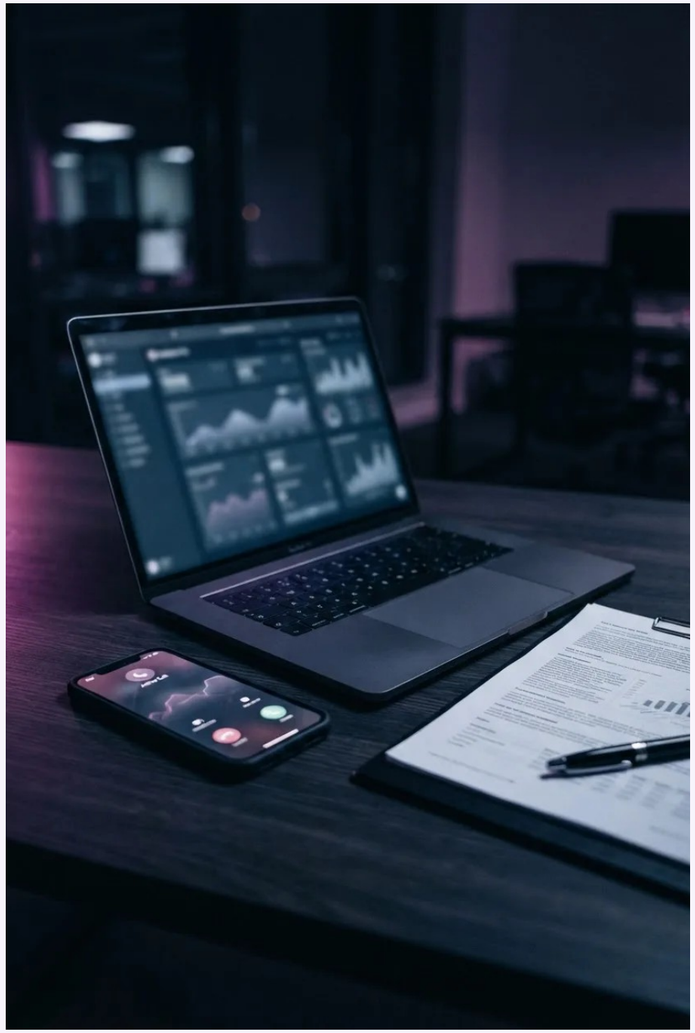
WHY THIS MATTERS

Not every engaged conversation books straight away. Some need weeks or months — we manage that gap instead of handing over a name and hoping.

Qualification criteria and handover rules are agreed in the proposal.

02 / FULL SDR ENGINE · £550 PER MONTH

The work continues after the meeting.



EVERYTHING IN DEMAND GENERATION, PLUS THE SALES PROCESS AFTER THE MEETING

- ✓ **Texts** — timely SMS follow-up after the conversation and around agreed next steps.
- ✓ **Phone-call follow-ups** — structured calls to reconfirm, recover timing and keep momentum.
- ✓ **Follow-ups after your proposal** — we chase the decision, not just the meeting.
- ✓ **Retargeting campaigns** — stay visible to the accounts that engaged but have not yet moved.
- ✓ **Nurture campaigns** — longer-horizon sequences for prospects who need more time.

WHAT WE RUN

The agreed follow-up workflow, channels, timing and stop rules — operated and reported on.

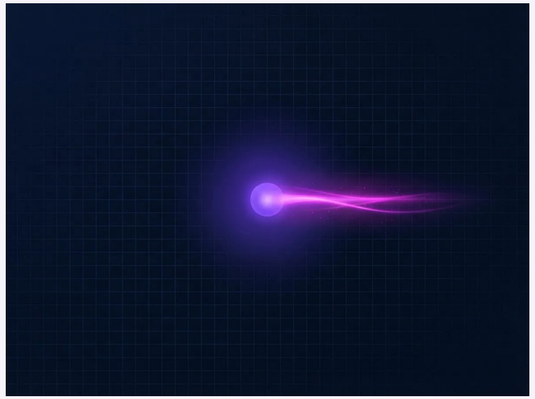
WHAT STAYS WITH YOU

The meeting, your proposal, negotiation and the commercial decision.

Built to do the job of a £5,000-a-month outbound team.

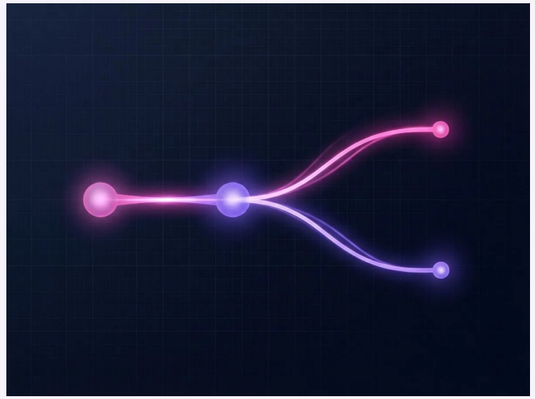
THE FOLLOW-THROUGH WORKFLOW

Built around your sales cycle, not a generic sequence.



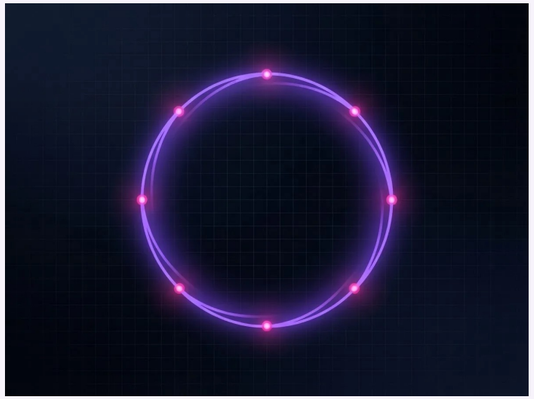
01 / MEETING HELD

Your team hosts the conversation and confirms the next step.



02 / OUTCOME LOGGED

Proposal sent, not ready yet, no response or timing moved — the path is agreed in advance.



03 / FOLLOW-UP RUNS

Texts, calls, nurture or retargeting run against the agreed rules.



04 / DECISION TRACKED

Every outcome is logged, so the next action is never guesswork.

AGREED BEFORE LAUNCH

Channels, timing, frequency, ownership, stop rules and escalation paths.

KEPT HONEST

Retargeting runs only where consent and audience eligibility allow. Any paid-media budget is agreed separately — it is not implied by the retainer.

Reporting covers activity and outcomes, not guaranteed conversion.

PERSONAL DELIVERY

Technology-led. Personally managed.

James Craven works personally with each client to build the operating infrastructure around their offer — not a generic list-and-blast service.

An experienced co-consultant and James keep the data, scripts, APIs and conversation quality working as one system.



James Craven · Founder, The Growth Agency

WHAT WE NEED FROM YOU

Your offer, ICP, current stack and sales process — plus meeting outcomes as they happen.

WHAT WE BRING

The sourcing, enrichment, representative, workflow and oversight — reviewed continuously.

Because the workflow is tailored, implementation scope is reviewed against your setup, ICPs and sales process before any initial cost is confirmed.

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NEXT STEP

Ready to build your SDR engine?

Tell us about your business and we will send a tailored proposal with the right package, final pricing and agreed scope.

Tell us about your business here →

Speak with the team →

We will confirm qualification, handovers, follow-up scope and the final Full SDR Engine fee in the proposal.