

— OUTBOUND SALES ENGINE

Who does what in managed outbound?

Outbound Sales Engine • A buying guide, not a replacement for your signed proposal. Elevate runs the agreed prospecting operation; your team owns the sales conversation.

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| 01 | Targeting and messaging | Elevate recommends targeting, researches prospects and prepares campaign copy. You supply market knowledge and approve the target audience and messaging playbook. An Elevate reviewer approves each outbound batch before sending; changes to messaging also require human approval. |
| 02 | Channels and infrastructure | Elevate operates the agreed configuration. The proposal defines channel mix, accounts/domains, ownership, access, software charges, warm-up dependencies and sending limits. A tool's capabilities do not make every channel part of the service. |
| 03 | Replies and handover | Elevate provides campaign operation, reply visibility and agreed routing. Your team handles interested conversations promptly. Agree what counts as an interested reply, its destination, who acknowledges receipt and the expected response time. Automatic replies are not sales opportunities. |
| 04 | Sales and measurement | Your team handles discovery, qualification, proposals and closing unless separately agreed. Elevate supplies agreed portal and HubSpot visibility; you record accepted handovers and downstream outcomes. Dedicated calling, guaranteed meetings and guaranteed sales are not standard promises. |
| 05 | Term, ownership and exit | The binding initial term is three months from the agreed commencement date (onboarding/kick-off), not three guaranteed months of live sending. It then rolls monthly. Cancellation requires 30 days' written notice and cannot take effect before the initial term ends unless the agreement permits it. Afterwards the final fee is prorated where applicable. Data access/export and retention are agreed; client data ownership is distinct from ownership of Elevate's engine. |

[See the data-quality evidence](#) • [Explore the process and illustrative portal](#) • [Book an engine walkthrough](#)