YOUR  
LOGO

**COMPANY NAME**

B2B LEAD GEN AGENCY PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] to support your B2B lead generation goals. We specialize in targeted outreach, lead nurturing, and conversion optimization to help B2B companies consistently fill their sales pipelines with qualified leads.  
  
This proposal outlines how we will help [Client Name] generate high-quality leads through a custom outreach strategy.

# Problem or Opportunity

[Client Name] is looking to increase sales opportunities and fill its pipeline with qualified leads but may lack internal bandwidth, tools, or proven strategies to do so consistently.

# Proposed Solution

We propose a complete B2B lead generation program including strategy, list building, outreach, lead nurturing, and reporting.  
  
Key Benefits:  
- Consistent flow of qualified leads  
- Improved lead-to-opportunity conversion rate  
- Scalable, automated outreach system

# Scope of Work

Our lead generation services include:  
  
- ICP (Ideal Customer Profile) and buyer persona definition  
- Prospect list building with verified contact data  
- Cold email and LinkedIn outreach sequences  
- Lead qualification and follow-up workflows  
- CRM integration (HubSpot, Salesforce, etc.)  
- Performance reporting and optimization

# Timeline

Estimated schedule for onboarding, campaign launch, and reporting:

|  |  |  |
| --- | --- | --- |
| Milestone | Description | Estimated Date |
| Onboarding | Define ICP, messaging, tools | [Start Date] |
| Campaign Setup | Prospecting and sequence building | [Date] |
| Outreach Launch | Begin sending and qualifying leads | [Date] |
| Review & Optimize | Monthly performance reviews | [Monthly] |

# Pricing

Estimated pricing for B2B lead generation services:

|  |  |  |
| --- | --- | --- |
| Service | Description | Monthly Cost |
| Strategy & Setup | ICP, messaging, tools | [Amount] |
| Lead Generation | Outreach, follow-up, qualification | [Amount] |
| CRM & Reporting | Dashboard and data insights | [Amount] |
| Total |  | [Total] |

# About Our Company

[Your Company Name] is a results-focused lead generation agency serving B2B startups and growth-stage companies.  
  
- Experience: [X] years in outbound sales and demand generation  
- Tools: Apollo, HubSpot, Salesloft, Lemlist, etc.  
- Mission: To help B2B companies grow through consistent and high-converting outreach

# Case Studies / Testimonials

Case Study: [Previous Client Name]  
  
- Project: Outbound lead generation for B2B SaaS firm  
- Outcome: Delivered 300+ qualified leads over 6 months with 18% meeting rate  
  
Testimonial:  
“[Your Company Name] transformed our outbound process. We now book more demos than ever before.” — [Client Name], [Title], [Company]

# Terms and Conditions

Payment Terms: Monthly retainer based on volume and complexity.  
Lead Guarantee: We commit to agreed lead volume/meeting quota.  
Revisions: Messaging and strategy reviewed monthly for optimization.

# Acceptance

To begin your B2B lead generation engagement, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client’s Printed Name]  
Title: [Client’s Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_