

The revenue you already *paid for*.

You paid for every enquiry your marketing produces. Then most of them die in an inbox, because nobody got back to them in time — and nobody chased.

This is what that silence costs, why it happens to good operators, the operating system that ends it — and the front-end that fills it.

42 hrs

average time to first response

23%

of businesses never respond at all

5 min

the window in which a lead is 21x more likely to qualify

HARVARD BUSINESS REVIEW AUDIT OF 2,241 FIRMS · MIT LEAD RESPONSE STUDY

I N S I D E

The anatomy of the leak · what a conversion layer actually is · the acquisition front-end · the proof discipline · three tiers, one test · every objection, answered · the 90-minute diagnostic

You don't have a lead problem. You have a *follow-through* problem.

The gap between an enquiry arriving and someone doing something useful about it is the most expensive silence in your business. It's been measured, over and over, at scale, by people with nothing to sell you.

Minute 5

21x more likely to qualify

Minute 30

contact odds down ~100x

Hour 42

the average firm finally replies

CONTACT ODDS AS MINUTES PASS · MIT / INSIDESALES, 3 YEARS, 100,000+ CALL ATTEMPTS

THEN THE SECOND LEAK: GIVING UP

Most deals need five or more touches. Most salespeople stop after one. Late, busy, or lazy — the result is identical: the chase never happens, and the deal goes to whoever did.

44%

of reps stop after one "no"

80%

of sales need 5+ follow-ups

INDUSTRY-COMPILED FOLLOW-UP BENCHMARKS — DIRECTIONALLY CONSISTENT, TAGGED HONESTLY

Every one of those silences had a dollar value. You paid it.

Your whole pipeline, rebuilt as *one system.*

We rebuild your pipeline inside a white-labelled operating system — your branding, your team, your data migrated across intact. Not a plugin bolted onto what you have — a single system of record that does what people can't. It never gets busy. It never scrolls on its phone, never takes a sick day, and never complains.

01 IGNITION

A real, meaningful first contact — text, email and a ringing phone — inside 60 seconds, 24/7. Never a bare autoresponder. The 2am enquiry gets the same welcome as the 2pm one.

02 PURSUIT

Follow-up that never quits and never nags — warm, persistent, in your voice — until every single lead reaches a decision. Zero leads left in limbo. Ever.

03 THE SHOW-UP ENGINE

A reminder ladder engineered from randomised trials — multiple touches beat one, voice beats text, and the wording alone moves attendance. Booked means attended.

04 CLOSE OR CALENDAR

No conversation ends in “maybe.” Every outcome is a signed deal, a booked next step, or an honest no with a reason — recorded, dated, auditable.

05 REACTIVATION

The database you already paid to build — quoted-never-signed, went-quiet, old enquiries — worked back to life. Revenue recovered from assets you own.

06 ATTRIBUTION

Every lead, every touch, every outcome on one dashboard you read too. Not our claim about the lift — a shared fact.

5–7 days

from signed to live — a documented, repeatable install

1

system of record — one place every lead, touch and outcome lives

24/7

the layer works the hours your competitors don't

Then we built the *other half*.

Converting what arrives is half the machine. The other half is getting in front of the right buyers in the first place. That used to mean hiring someone for it. Not anymore. That's the **Acquisition OS**.

01 FINDS YOUR BUYERS

The accounts you actually want — your market, your spec, hunted on your behalf. Not a list bought from anyone; your pipeline, filled deliberately.

02 REACHES THEM PROPERLY

Outreach in a voice that reads like a real person typed it — because on the accounts that matter most, a real person owns every reply.

03 BOOKS THE MEETING

Qualified conversations straight onto your calendar. Not activity, not “touches” — a name, a time, and a reason they said yes.

04 HANDS TO THE LAYER

Every meeting it books lands inside the Conversion OS — confirmed, reminded, followed up, and attributed to the dollar. Nothing booked ever leaks.

WHY THE HALVES ARE WORTH MORE TOGETHER

A front-end alone — meetings booked



Stacked with the layer — revenue banked



Outbound shops book meetings and walk away — the gap between a booked meeting and landed revenue stays your problem. That gap is the entire reason we exist. An acquisition front-end on its own fills a calendar. Bolted to the conversion layer, the meetings it books actually turn into revenue, and the whole path is attributed. That's the difference between renting activity and owning a machine.

THE MATHS AGAINST A HIRE

A business development hire costs six figures a year — then takes months to ramp, gets bored of the list, takes sick days, and eventually walks out with everything they learned. The Acquisition OS runs 24/7, 365, at a fraction of that — and it targets your buyers with the same discipline on day 400 as day one. Built for businesses that sell to businesses; if you sell to consumers, demand is generated, not hunted — that's the Demand Engine's job.

AOS books it. COS banks it.

Measured, or it *doesn't count*.

Most marketing is sold on projections dressed up as promises. We tag every figure we ever show you, on the report itself, so you always know which is which.

MEAS

drawn from your own records — timestamps, source tables, your CRM's own history

PROJ

a target under an agreed scenario — replaced by a measured figure after the first 30 days

THE GUARANTEE — TWO LAYERS, AT THE BOUNDARY OF WHAT WE CONTROL

Layer one, the service floor: every lead answered inside sixty seconds, every lead worked to a decision, every outcome attributed on a dashboard you read too. Layer two, the performance floor: a minimum +20% lift in leads worked to a decision within 90 days — measured against your own baseline — or you're credited until we hit it.

WE WILL NEVER GUARANTEE YOUR CLOSE RATE — AND YOU SHOULD SPRINT FROM ANYONE WHO DOES

Your close rate belongs to your team, your pricing and your market. Anyone guaranteeing it is either lying or about to redefine it. We guarantee the machinery we control — speed, persistence, attendance, attribution — because that's what an honest operator can put a floor under.

WHY YOU CAN TRUST THE NUMBER

The OS becomes your pipeline's system of record. The lift isn't our slide — it's a fact we both read off the same screen. If it isn't there, you'll see that too. That symmetry is the point: we built a business that only works when the number is real.

two parties. one truth.

Which mechanism closes your *biggest leak*?

Tiers aren't prestige levels and they're not sized to your revenue. Each one adds a specific mechanism. You buy the mechanism your leak demands — nothing more.

CORE

The ignition system

- Sub-60-second meaningful first contact, 24/7
- Follow-up that never quits — every lead to a decision
- The show-up engine — reminder ladder + confirmation
- Full attribution — the shared dashboard
- The two-layer guarantee

For any sales-led business. The lowest-risk yes in the building.

PLUS

+ the recovery system

- Everything in Core
- Dormant-database reactivation — revenue from assets you own
- Long-arc nurture — sized to your buying cycle, minimum 90 days
- Quote & proposal chase — the limbo pile, worked

For anyone sitting on a database. The diagnostic often picks this tier by itself.

PRO

+ the response engine

- Everything in Plus
- Quotes and proposals drafted for you — from your own winning templates, filled with the deal's details
- Triggered the moment a deal hits the quote stage — out in minutes, not days
- You approve before anything sends. Always.

Plus chases the quotes you've already sent. Pro kills the delay before they're sent at all. If your revenue moves through quotes, the first decent quote usually wins.

ENTERPRISE

Exists — multi-location, deeper instrumentation, priority SLA, and the rare case where we integrate with a CRM you refuse to leave. By application only, scoped after an Instrumented Diagnostic.

PRICING IS SET LIVE, AGAINST YOUR NUMBERS — NEVER OFF A RATE CARD

A fixed monthly fee, a defined setup, a 3-month initial term matched to the 90-day guarantee — and the diagnostic that starts everything is credited in full the moment you proceed. You'll know every number before you commit to anything.

Every objection, *answered straight.*

“My team can do the follow-up.”

They can — and 44% of teams stop after one attempt. Late, busy, or lazy, the outcome's the same: the follow-up doesn't happen. The system doesn't have those days. And either way, you'll finally know your real numbers.

“We've been burned by agencies before.”

So has everyone — usually by projections nobody could audit. That's why every figure we show is tagged measured or projected, why the dashboard is shared, and why the guarantee is written at the boundary of what we control. We built the anti-agency: nothing to take on faith.

“Can you guarantee my close rate?”

No — and be suspicious of anyone who says yes. Your close rate belongs to your team and your market. If you want the closing itself owned, that's a different, invitation-only engagement where we're paid purely on outcomes — and the diagnostic is the application.

“AI talking to my customers? Risky.”

Agreed — which is why ours never pretends to be human, always sounds like your business, and hands to a person the moment one's needed. Human-first configurations exist for high-ticket work. The alternative isn't a human calling in 5 minutes. It's silence for 42 hours.

“Another dashboard I won't open.”

This one holds the only number that matters — how much of what you already paid for is turning into revenue. Open it monthly, or just read the report we send. The system runs either way.

“I'll think about it.”

You should — against your own numbers, not ours. And while you keep thinking about it for another few months, the leak doesn't pause: your money keeps walking out the door every single day. The 90-minute diagnostic just puts a dollar figure on exactly how much. Think about that number.

First fix the leak. Then *feed the machine.*

Once your pipeline converts properly, more volume stops being a gamble and starts being arithmetic. Two ways we add fuel — both earned, never pushed:

QUALIFIED DEMAND

Exclusive, qualified opportunities delivered straight into the system — never a shared list, matched to a spec written in your own words, and that spec is the returns policy: anything outside it, you don't pay for. Openings run as a head-to-head pilot: part of your current flow stays with your existing sources, part runs through us — same month, side by side, attribution decides.

AND IF YOU WANT THE CLOSE OWNED OUTRIGHT

Banked runs invitation-only, paid purely on outcomes. We don't sell it. The diagnostic is the application.

THE FRONT DOOR · THE CONVERSION DIAGNOSTIC

Ninety minutes. Your numbers. One page you *can't unsee.*

A live forensic session on your pipeline: your leads, your rates, your margin — entered in front of you, stage by stage, until the leak has a dollar figure with your name on it. The report ships the same day. Every input is tagged estimated or measured, and the Instrumented version replaces estimates with your CRM's own timestamps and source tables.

90 min

live, on your numbers — not a webinar

Same day

the printed report, in your hands

100%

of the fee credited against setup, then month one, if you proceed

Book the diagnostic. Bring your worst numbers.

CLOSARA.CO · REVENUE@CLOSARA.CO



closara

T H E L E A D - T O - R E V E N U E L A Y E R

Right now, tens of thousands of dollars
are slipping through your cracks.
Every single month.

You already paid for that revenue — the ads, the website, the phones. It's leaking in the follow-through, and it doesn't stop leaking while you think about it. Imagine it back in the business. Imagine what it does outside the business.

That money is yours. Let's go get it.

Book the 90-minute diagnostic — bring your worst numbers.

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