

I build your outbound engine, and stay only as long as you want me to.

A governed, AI-operated outbound engine, installed in eight to twelve weeks. Starting from zero? **I build the engine and hand it over working.** Already running outbound? I wire it under the team you have.

FIXED TERM

The engine stays.

01 THE PROBLEM

AI made outbound cheap, so outbound stopped working. A senior executive's inbox takes fifty extraction attempts a day, and the standing answer is silence.

Opens happen. Clicks happen. **Replies do not.**

Not a targeting problem. A trust problem.

02 THE ENGINE

I embed with your team and learn the business before anything sends: what you sell, why people buy it, what makes you different, how it is delivered and on what timeline, whether you are creating a category or disrupting one, and who you have to beat. That, plus your ICP, your win history, and your references, are what the engine is built from: **personalized to your business, not a template.**

It runs on what you already own, HubSpot, Salesforce, ZoomInfo, the tools you pay for today, and your CRM stays the source of truth: every send, reply, and outcome written back, records cleaned and enriched as it works. Guardrails are absolute: paced, verified sends, nothing unchecked, a hard stop the moment anything looks off.

03 TWO WAYS TO RUN IT

Starting from zero? I build the engine, train your operator, and leave it running. **Already have SDRs and AEs?** Even better: the same machinery goes under each rep, research, drafts, cadence, and clean data at their fingertips, each trained to sell with AI. An AI-powered engine for the people you already pay, without a six-figure platform bill.

04 WHAT IT GETS YOU

Conversations with senior executives at your target ICP. Not opens, not clicks, answered email from the seats you actually sell to, and meetings your team walks into prepared. And not by email alone: dossiers carry a direct dial where one can be surfaced, so your reps work the same executive by phone, email, and LinkedIn.

05 WHAT STAYS WHEN I GO

The engine: playbook, runbook, logs, a CRM cleaner than I found it, and your people trained to run it, operator and reps alike. Then I hand over the keys.

Dax Gulje

A DAY IN THE ENGINE

ONE EXAMPLE — WEST COAST BASE, EAST COAST TARGETS

04:30	day starts. New York is an hour from its desk
04:55	overnight opens, clicks, and replies read first
05:15	every prospect accounted for. nobody slips
05:32	first sends land at the top of the East Coast morning
06:40	every send checked word for word, confirmed delivered
08:05	the cadence rolls west as the country wakes
09:41	an executive replies. outreach there stops. a human takes over
11:20	the Pacific gets its turn, same care, same pace
17:30	day closed, all of it on the record

06 THE MULTIPLIER

A workforce in every time zone you want. Based on the West Coast but selling into New York? Then it clocks in at 4:30am, working the East Coast before your people wake and the Pacific after lunch, with no headcount added.

07 TERMS

A flat monthly fee. Eight to twelve weeks, set in week one by where you start. The rest is a conversation.