

ConversationOS

The flagship engagement: six months that build your commercial asset, your sales process, and your conversational skill, then the operating ladder that compounds all three.

ConversationOS is the asset-building engagement: a fixed six-month Phase 1 that designs and constructs your compounding commercial relationship pipeline (the show, the list, the conversations, the intelligence underneath), arriving at the Month 6 Planning Event with an asset and the data to plan against. Alongside the asset, the engagement builds you: your discovery, offer, and closing processes are written and trained with your CSM and Shannon, your calls are coached monthly against the evidence, and you practise in a flight-simulator grade simulation room before the conversations that matter. From there, the ladder: Lab and Premium, and the ongoing Phase 2 operating period. The contractual depth lives in the Engagement Letter; nothing here replaces it.

£9,000 PHASE 1, FIXED, 6 MONTHS	14+10 SOURCED + YOUR GUESTS	4 DISTRIBUTION CHANNELS	3-5 SHANNON CLIPS PER EPISODE	M6 PLANNING EVENT, THE DESTINATION
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OWNER: J. BARDSLEY, CEO

CLASSIFICATION: PROSPECT · EXTERNAL

PRICING BASIS: FBED PRODUCT CANON v1.3

CONVERSATIONOS EXPLAINER · v1.2

USD: \$11,250 / 6 MO

01 The problem: the asset you do not have

Some sellers leak demand because their proof cannot be found. Others have a harder problem: the proof barely exists in transmissible form. The expertise is real and the results are real, but there is no engine producing the public, verifiable, compounding evidence of it: no platform where your authority performs, no growing body of conversations with the people you most want to reach, no list that learns your market. Outreach run from that position is borrowing against an asset that has not been built, and it converts accordingly.

ConversationOS exists for that position. It does not rent you attention; it constructs the asset and then operates it with you, indefinitely, as long as the data says it is paying. And because the asset is only as good as the conversations running through it, the engagement trains the conversationalist too.

02 Phase 1: the six months

£9,000 fixed (\$11,250), six monthly instalments of £1,500 (\$1,875). Phase 1 is a product with a defined shape: five components, a full production and distribution engine, a destination (the Month 6 Planning Event), and two parallel tracks of conversations.

The conversations: fourteen sourced, up to ten of yours

Fourteen completed introductions are sourced, prepared, recorded, and read by FBED across the phase: the exact people your list says you should be meeting. Alongside them, we recommend you bring **up to ten guests from your own network**: these are your learning track, used for perfecting your craft and a fast podcast launch, with your first network guests recording as your test episodes in week 4. Between the two tracks, a Phase 1 client can close their six months with more than twenty produced episodes and a conversational standard that has been coached from the first recording.

The production engine

Every episode is edited and distributed across **Amazon Music, YouTube, Spotify, and Apple Podcasts**. We design all of your channels. Every episode ships with **three to five Shannon-chosen clips**, selected by the intelligence layer for the moments most likely to carry. Inside the OS, Shannon turns your episodes into content posts, surfaces your analytics, and keeps the asset working between recordings: the show is the engine, and the engine has exhaust worth publishing.

The first five weeks: substrate before team

Onboarding runs on a published clock. Week 0–1: the welcome documents land and one structured intake call captures everything. Weeks 1–3: three intelligence drops arrive on your shelf (your ICPX Deep Dive, your RWV score with engineered to-do lists, and your Podcast Briefing with your first RWV update), produced by the substrate, requiring nothing from you but reading. Week 4: the design walkthrough and podcast readiness session with your Creative Manager and CSM, where your first network guests record as your test episodes. By the time you meet the delivery team, you have already watched your own score move.

Months 2–6: the engine runs

Conversations are sourced, prepared, recorded, produced, and read. Your list refines against real conversion signal. Your weekly CSM walkthrough carries you stage by stage; the Monthly Strategic Review holds the position against the data. At month 6, the Planning Event: your list categorisation finalised, your priority targets co-curated, and your Phase 2 commitment made as an informed decision against six months of your own evidence, not as an auto-renewal.

03 The sales process build

The conversations the show generates have to land somewhere, so Phase 1 builds the landing. Working with your CSM and Shannon in your weekly calls, we **write and train your discovery call process, your offer process, and your closing process**: documented as your Stage Playbooks on your shelf, trained against your real calls, and revised as the evidence accumulates. You do not finish Phase 1 with a show and an unchanged sales motion; you finish with the downstream process engineered to convert what the show produces.

04 The coaching layer

- **Monthly coaching report.** Produced by Shannon and your CSM across all of your calls: what moved, what stalled, the named gaps, and what next month's work is.
- **Per-episode podcast coaching,** inside the OS: every recording read and coached as a performance, not just published.
- **Deep sales call coaching,** inside Cascade: every sales conversation read at full depth, with the minute, the move, and the evidence.
- **The simulation room.** Flight-simulator grade: replay any call you have had, or pre-play the next stage of any live deal with Shannon, before you walk into it for real.
- **The Live rooms, weekly.** Podcast Live and Cascade Live alternate week by week: live analysis and live sales work, with Josh and Shannon, on real client data, every single week of your engagement.

05 The ladder: Foundation, Lab, Premium

Foundation is where every OS client begins. At graduation, the engagement steps onto the operating ladder:

- **Lab.** The operating tier for clients whose asset is built and converting: the production engine, the learning list, and the intelligence cadence, run as a continuing operation.
- **Premium.** The deep tier: expanded production, priority sourcing against your co-curated target list, and the fullest intelligence depth in the individual line. Premium scope and pricing are set at your Planning Event against your data and ambition, not from a rate card.

The ladder is evidence-gated in both directions: clients graduate when the data supports it, and the Planning Event is where the case is made, in numbers, in front of you. Phase 2 then runs on canonical calendar quarters, indefinitely: production priced per completed introduction against a committed quarterly budget you set at each Planning Event, unused commitment carrying forward, the intelligence layer running as a structural retainer within it. The full mechanics are in the Engagement Letter, in plain language, before you sign anything.

06 What you receive

DELIVERABLE	CADENCE
The welcome documents: How Shannon Works, your Engagement Map	Day 0
ICPX Deep Dive · RWV score + to-do lists · Podcast Briefing + RWV update	Weeks 1, 2, 3
Your show: design, full channel build, production, and 4-platform distribution	From week 4
14 sourced completed introductions + up to 10 of your own guests, every episode edited, clipped (3–5 per episode), and read	Across Phase 1
Shannon content engine: posts from episodes, analytics, and more, inside the OS	Continuous
Discovery, offer, and closing processes: written, trained, and revised	Weekly calls, with CSM + Shannon
Monthly coaching report across all your calls	Monthly, Shannon + CSM
The simulation room: replay and pre-play with Shannon	Continuous
Podcast Live and Cascade Live, alternating	Weekly
The Month 6 Planning Event	The Phase 1 destination

07 The return, and how you start

The Phase 1 arithmetic: £9,000 over six months, against a fully produced and distributed show, more than twenty potential episodes across both tracks, fourteen prepared introductions with the exact people your list says you should be meeting, your sales process written and trained, and a coaching layer most organisations cannot buy at any price. For most clients, one converted introduction repays the phase; the asset, the process, and the skill are what the phase was actually for, and all three remain yours and compounding afterwards.

ConversationOS is a qualified engagement, not a checkout: it begins with your RWV assessment, taken before commencement, so both sides commit against the same measured picture. Run the free shallow read on our site as your first step: it scores you the way a glancing checker sees you, and if Foundation is your door, the full RWV assessment that opens your engagement begins from there.