

Sales Lab

RWV-optimised outreach. Your commercial surface measured, engineered, and deployed against a list that learns. No podcast. No production. Simulating in under an hour, live on the market inside 72.

Sales Lab is for the seller whose problem is not the asset but the reach. You are good at what you do, your results are real, and your pipeline does not reflect either, because almost none of it is reachable by the people deciding whether to trust you. Sales Lab measures exactly where the value leaks, engineers the fixes, builds and deploys the canonical list of who you should be talking to, and reads every conversation that follows. Then it measures again, every month, so the decision to continue is made against your own movement rather than against a feeling.

£1,000 PER MONTH, FIXED	<10 min LIVE IN CASCADE	<24 hrs FULL RWV REPORT	<72 hrs CAMPAIGNS LIVE	+40% CONVERSION, 5 TO 7 RWV
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OWNER: J. BARDSLEY, CEO

CLASSIFICATION: PROSPECT · EXTERNAL

PRICING BASIS: FBED PRODUCT CANON v1.1

SALES LAB EXPLAINER · v1.1

USD: \$1,250/MO

01 The problem: you are losing deals politely

Most lost deals never say no. They say "sounds good." The thread goes quiet. The follow-up gets a warm reply and no meeting. The nodding on the call was compliance, not buying. We call this the polite rejection, and it is the dominant failure mode in B2B selling: the deal dies somewhere you were not measuring, for a reason nobody states, and the pipeline report records it as "in progress" until it quietly is not.

Underneath the polite rejection there is usually a simpler problem. Before anyone takes your call, they check you. A buyer, a researcher on the buyer's behalf, and increasingly an AI agent doing the buyer's homework: all of them arrive cold at your commercial surface and try to verify that you are what the outreach claimed. If your proof does not reach them (if your results, your reviews, your authority exist but cannot be found and verified by a stranger) the trust never forms, and the rejection arrives politely a few weeks later. You can be excellent and invisible at the same time. The market treats invisible as the truth.

02 The diagnosis: latent value versus reachable value

RWV is FBED's measurement framework, and it scores both sides of the gap that the polite rejection lives in. Your **latent** score is what is genuinely true about you: the expertise, the case results, the testimonials, the authority. Your **reachable** score is what a stranger arriving cold can actually find and verify. The distance between them is where your qualified demand is leaking, component by component: influence signals, digital presence, trust assets, social proof, offer clarity, transaction experience, onboarding visibility, authority position.

The average seller we score arrives with a reachable score below 5 out of 10. Sales Lab engineers you to our target of 7. Measured across the FBED corpus, the difference between a 5 and a 7 is a **40% increase in conversion rate**: not because you got better at selling, but because the people checking you finally found what was true all along.

THE DIAGNOSIS COMES FIRST

Sales Lab begins with your RWV baseline and an engineering brief: your gap, component by component, and exactly what closes it. You will know what is broken and what it costs before we deploy a single message on your behalf.

03 Your first 72 hours

Under 10 minutes: live in Cascade, working with Shannon

Payment completes and your Cascade account provisions immediately. Connect your current calls or upload your historics, and the full seven-piece context delivery begins: your client context, product card, ICP intelligence, and four stage playbooks, built directly with the neural network as it reads your material. This is direct onboarding with the model itself, not a setup wizard. Within the first hour you can be running your own simulations with Shannon, preparing for your next real call inside a behavioural sales simulator that exists nowhere else on the market.

Under 24 hours: your full RWV report

Your company, you, and your assets, scored in full, with the improvement plans that take you to the 7 out of 10 target. This is the engineering brief: every leak named, every fix specified, the highest-leverage items marked for us to close with you.

Under 72 hours: campaigns live on the market

Your canonical ICPX list built, your campaigns signed off by the ICPX team, and deployment live. Every individual on the list is gated against your ideal client profile and ranked for winnability before the first message sends. From hour 72, the loop is running: deploy, read, rescore, improve.

04 The loop that follows

- **Score.** Your RWV rescore runs every month. Twelve measured deltas a year, each against your own baseline.
- **Engineer.** The brief tells you what to fix; the highest-leverage items we fix with you. Reachability rises, so everything deployed afterwards converts against a stronger surface.
- **Deploy.** The list learns from every outcome; it is sharper in month three than the day it was built.
- **Read.** Cascade on every call: preparation before, structure during, a specific reflection after. Not "the call went well," but where the buyer pulled back, which commitment is slipping, and what the next move is.

The loop is the retention logic as well as the delivery logic. You are never asked to continue on faith; the monthly rescore puts your movement on the table, and the engagement continues because the line is moving.

05 What you receive, and what stays yours

DELIVERABLE	CADENCE
Cascade account, seven-piece context delivery, simulator access	Live in under 10 minutes
Full RWV report and engineering brief (company, you, assets)	Under 24 hours, rescored monthly
Canonical ICPX list, campaigns signed off and deployed	Under 72 hours, learning continuously
ICPX Deep Dive document	With the list
How Shannon Works + 3-month Engagement Map	Day 0
Podcast Live and Cascade Live rooms, with Josh and Shannon	Every two weeks, each
Named CSM	Continuous

Your pipeline stays yours. The replies land in your inbox and the leads book into your calendar: you manage both, which is exactly where a seller of your calibre should be spending the hours Sales Lab frees up. If you would rather we run the scheduling motion as well, the scheduling assistant is available as an add-on at **£500 per month (\$625)**.

06 Price, term, and graduation

£1,000 per month (\$1,250). Three-month fixed term. Billed by subscription; your account is provisioned the moment payment completes. At signature your pricing is locked for the duration of the engagement. With the scheduling assistant: £1,500 per month (\$1,875) fully assisted.

At month three, the graduation event: a single session held against your three rescoring, your list's conversion data, and your call reads. Graduated clients move to a **£750 per month floor (\$950)** plus usage on outreach deployed above it, set at the graduation event against your measured movement. Graduation is built as upside: you pay more only as you deploy more, and the decision is made looking at your own data, not at a renewal form.

07 The return: what £3,000 is buying

The fixed term costs £3,000. Set that against what it replaces. A single sales hire costs multiples of the entire term every month, before tooling, before ramp, and without any measurement layer underneath them. Generic outreach tooling deploys volume against an unscored list and a surface that has never been diagnosed, which is how "sounds good" gets manufactured at scale. Sales Lab is the opposite order of operations: diagnose the surface, engineer the leaks closed, then deploy against a list that is gated, ranked, and learning, with every resulting conversation read.

The arithmetic that matters is yours: take your average deal value and your current close rate, and ask what a 40% lift in conversion on the same effort is worth across a quarter, against £3,000. For most sellers we score, a single recovered polite rejection pays for the term. Everything after that is the point of the product.

08 How you start

One subscription, one short intake, no contract negotiation, no onboarding programme. If you want the diagnosis before the decision: run the free RWV scan first. It reads your commercial surface cold, the way a stranger does, and the score will tell you whether Sales Lab is your door.