

Hardline Pricing Proposal

Outbound retainer pricing for industrial equipment dealers

Prepared by: Hardline
Effective: Current quarter retainer rates
Currency: USD, billed monthly

Description	Qty	Unit	Amount
Pipeline retainer Per month 90-day service-board alignment pass	1	\$4,000.00	\$4,000.00
Pipeline Pro retainer Per month multi-quarter territory build	1	\$6,500.00	\$6,500.00
Pipeline Enterprise retainer Per month full-funnel outbound coverage	1	\$8,000.00	\$8,000.00
Total			\$18,500.00

Hardline runs a structured monthly retainer built exclusively for industrial equipment dealers a fixed monthly investment, not hourly billing or per-lead fees. Pick the tier that matches your territory breadth and meeting cadence; the price stays flat for the life of the engagement, and the scope is locked when the first invoice clears. Tier detail: Pipeline 8 qualified meetings / month Included: ICP build + monthly list refresh; Structured outbound sequences across email and LinkedIn; Weekly reply-rate reads with qualified-meeting handoff Not included: Paid ad spend management; In-house closing / sales-floor coverage; Custom landing-page builds Month-to-month. Cancel anytime. Qualified-meetings guarantee. Pipeline Pro 14 qualified meetings / month Included: Tier-1 + Tier-2 ICP coverage per segment; Structured outbound sequences across email and LinkedIn; Warm-intro outreach to active in-market accounts; Bi-weekly reply-rate reads with handoff QA Not included: Paid ad spend management; In-house closing / sales-floor coverage Month-to-month. Cancel anytime. Qualified-meetings guarantee. Pipeline Enterprise 20 qualified meetings / month Included: Tier-1 + Tier-2 + Tier-3 ICP coverage; Structured outbound sequences across email and LinkedIn; Warm-intro outreach to active in-market accounts; Live sequence dashboard with weekly reporting; NDA-protected engagement and dedicated channel manager Not included: Paid ad spend management Month-to-month. Cancel anytime. Qualified-meetings guarantee. Every Hardline engagement is built around the same promise: predictable pipeline, qualified meetings, consistent reporting so a dealer-side sales floor can plan headcount and coverage on a number they can actually trust. Before the retainer: the Dealer Pipeline Diagnostic \$750 one-time audit (One-time engagement 5 business days). Pairs with any monthly tier to locate the leak before the engagement starts running.