

BEFORE YOU SIGN WITH ANY OUTBOUND AGENCY

5 questions to ask. Including us.

1 Who owns the infrastructure?

2 Do I see the list first?

3 Do I approve the copy?

4 What does onboarding look like?

5 What can I see while it runs?

What a good answer sounds like →



Josh Brown

Account Executive, Beanstalk

01

Where's the infrastructure, and **who owns it?**

WHY IT MATTERS

If the agency owns the domains and inboxes, your pipeline stops the day you leave.

GOOD ANSWER

"You own the domains, the inboxes and the data."



Josh Brown

Account Executive, Beanstalk

02

Will I see the lead list **before** anything goes out?

WHY IT MATTERS

The wrong list sinks a campaign, no matter how good the copy is.

GOOD ANSWER

"Yes. You sign off on who we contact."



Josh Brown

Account Executive, Beanstalk

03

Do I approve the copy **before** it **sends**?

WHY IT MATTERS

It's your company's name going into thousands of inboxes.

GOOD ANSWER

"Nothing goes out without your approval."



Josh Brown

Account Executive, Beanstalk

04

What does onboarding actually look like?

WHY IT MATTERS

Infrastructure, ICP and market mapping take time. Launching on day 2 means something got skipped.

GOOD ANSWER

"A month: inboxes, ICP, market mapping and your CRM set up properly."



Josh Brown

Account Executive, Beanstalk

05

What will I see **while it's running?**

WHY IT MATTERS

When results dip, you need to know if it's the list, the copy or the inboxes.

GOOD ANSWER

"Every reply and meeting, synced straight into your CRM."



Josh Brown

Account Executive, Beanstalk

THE WORST STORY I HEAR

Months of sending. Never once saw a lead list. No idea if it was the list, the copy or the inboxes when nothing came back.

Vague answers tell you more than **case studies.**



Josh Brown

Account Executive, Beanstalk

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