EXTENDLY · SPEED-TO-LEAD

The Pricing Playbook

How to price it, pitch it, and close it - this week. A companion guide to the Agency Profit Model spreadsheet.

Built by **Extendly** · For agencies selling Speed-to-Lead

01 What it actually costs you

Before you price anything, you need to know your real numbers. Not the aspirational ones. The actual cost of putting Speed-to-Lead in front of a client and keeping it running.

Your cost basis per client

Line item	Monthly cost
GHL sub-account (your plan, amortized)	~$30-50/client
AI/voice platform costs (usage-based)	~$15-30/client
Your time (setup + light maintenance)	~2-4 hrs first month, ~1 hr/mo after

Your exact numbers will vary depending on your GHL plan and how many clients you're running. The point is this: your hard costs per client are somewhere in the $45-80 range. Everything above that is margin.

Open the Agency Profit Model spreadsheet that came with this offer. Plug in your actual plan costs and your hourly rate. That spreadsheet shows you exactly what you keep at different price points. (It also models what the math looks like when someone else handles delivery at a flat $39/sub - worth looking at once you have a few clients running.)

> **The number you need to know: your capacity ceiling.**
>
> If setup and maintenance takes 4 hours per client in month one and 1 hour per month after that, and you have 120 hours available, you're capped at roughly 15 active clients before delivery starts eating into your life. That ceiling tells you when to raise your price and when to stop self-fulfilling.

02 Why ~$297/month is the floor

Most agencies underprice because they're scared of the "no." They charge $99/month, get a client, and six months later wonder why they're working more and keeping less.

Why $99 kills you

→ Your hard costs eat 50-80% of it

→ One support call wipes the profit for that month

→ You need 30+ clients at $99 to make real money, and at that volume you're drowning in delivery

$297/month is where the math starts working. Your cost basis is $45-80. At $297, you're keeping $217-252 per client per month. Five clients and you're over $1,000/month profit. Ten clients and it's $2,000+.

When to go higher

Scenario	Price range	Why
Premium niches (medical, legal, multi-location)	$397-497/mo	Higher customer value justifies it
Custom configurations or complex routing	$497+/mo	Real custom work you can point to
Prospect's avg customer value is $1,000+	Price to 1-2 recovered calls	One missed call costs more than your fee

> **The closing frame:** price so that one or two recovered missed calls covers the monthly fee. If their average job is $500 and your price is $297, two calls a month makes it free. That's the math that closes.

One number on the invoice. Stack the value in conversation.

On the invoice, keep it clean: "$297/month - Speed-to-Lead." No line items. No itemized deliverables. No confusion.

In the pitch, stack every feature:

> **THE VALUE STACK**
>
> "That covers the AI receptionist that answers every call in under a second, the missed-call text-back so a busy signal never turns into a lost customer, the automated booking that puts appointments straight on their calendar, and the after-hours coverage so they never miss a lead at 9pm again."

Same price. More perceived value. The invoice is simple. The conversation makes it feel like a steal.

Setup fees

Scenario	Setup fee?	Why
Standard deploy from the snapshot	No	Margin absorbs it, faster close
Light customization (call scripts, hours)	Optional	Can go either way
Heavy custom (multi-location, routing)	Yes ($297-497)	Visible custom work justifies it

The rule: only charge setup when you're doing something the client can see and point to. If you're importing a snapshot and configuring business hours, skip it. Close faster.

03 How to position it

Not every prospect is the same. The one thing you need to figure out before you pitch is whether they already have traffic or whether they need it first.

Prospect has traffic

Signs: established Google Business Profile, inbound calls, website getting visitors, running ads or ranking organically, existing customer base.

Speed-to-Lead is the obvious play. They're already getting calls and leads. The problem is they're losing them. Missed calls, slow follow-up, after-hours gaps.

THE PITCH

"You're already getting calls. The question is how many of them are you actually catching. Speed-to-Lead answers every one in under a second, books the appointment, and follows up by text. You don't hire anyone. You don't change anything about how you run your business. The phone just stops going to voicemail."

Prospect needs trust first

Signs: few reviews, weak Google presence, not ranking, "I just need more leads" is their main complaint.

S2L is still sellable here, but you're leading with a different angle. Reframe from "catch more calls" to "never miss the ones you do get." Even a business getting 10 calls a week can't afford to miss 3 of them.

If you find yourself walking away from prospects because S2L isn't the right fit, there's a full offer library (reputation management, custom niche offers, and more) available through the partner program. More offers means fewer "no"s.

Industry angles that work

The pattern: find the specific moment a missed call costs them real money, and make it concrete.

Industry	The pain	The pitch angle
Roofing / HVAC / trades	On the job site, can't answer	"Your crew is on a roof. The AI is on the phone."
Dental / medical	Front desk overwhelmed	"Every missed call is a patient who books somewhere else."
Legal	High value per lead, slow response	"A $5,000 case walked because nobody picked up at 5:01pm."
Real estate	Volume + speed wins	"First agent to respond gets the showing. This responds in under a second."
Home services	After-hours emergencies	"They're calling because a pipe burst at 11pm. You want voicemail handling that?"

> "A roofer who misses six calls a week" is better than "businesses lose leads." Get specific. Name the industry, name the moment, name the cost.

04 The demo that closes

Stop explaining Speed-to-Lead. Start showing it. Trials don't work because setup is rushed. Discounts train them to ask for less. Demos work because the prospect experiences the thing and the conversation is basically over.

Before you talk price

1. Have them call the demo number. Let them actually dial it. Let it pick up in under a second.
2. Let them try to trip it up. "Ask it something weird. See what happens."
3. Show the text-back. Miss a call on purpose, show the instant follow-up text.
4. Walk through the dashboard. Show real conversation logs, booking confirmations, response times.

After the demo

THE CLOSE

"You just experienced exactly what your customers would experience. Same AI, same response time, same booking flow. The question is - do you want this answering your phones 24/7, or do you want to keep losing the ones that come in after hours?"

That's it. The demo does the heavy lifting. You're just naming what they already felt.

Why this beats trials and guarantees

- → Trials fail because implementation is rushed and the client never uses it right
- → Guarantees create refund conversations you'd rather avoid
- → Demos let them feel it with zero risk, zero commitment, zero setup
- → Confidence comes from experiencing it, not from you promising it'll work

05 When they push back

Five objections you'll hear, what they actually mean, and exactly how to handle them.

"That's too expensive."

What they mean: they don't see the value yet.

THE ROI REFRAME

"Fair enough. Let me ask you something - how many calls did you miss last month?"

(Let them answer.)

"And what's a new customer worth to you?"

(Let them answer.)

"So if this catches even two or three calls you would have missed, it's already paid for itself. Everything after that is margin. Most of my clients see that happen in the first two weeks."

The ROI reframe works because it moves the conversation from "is $297 a lot" to "how many missed calls does it take to cost me $297." For most businesses, the answer is one or two.

"I'm not sure it'll work for my business."

What they mean: they don't trust that AI can handle their situation.

THE DEMO REDIRECT

"That's fair - let me show you instead of telling you."

(Pull up the demo.)

"Call this number. That's the same AI that would answer your phones. Ask it whatever you want. Try to trip it up."

(Let them interact.)

"That's exactly what your customers would experience. Does that feel like something that would work for your business?"

Never argue about whether AI works. Let them experience it. The demo replaces the debate.

"I need to think about it."

What they mean: there's something they haven't said yet.

THE UNPACKER

"Totally understand. What specifically do you need to think through?"

"Is it the price?" (If yes, handle the price objection.)

"Is it whether it'll work?" (If yes, offer the demo.)

"Is it timing?" (Explore what's holding them back.)

"Or is there something else I haven't covered?"

"I need to think about it" is never the real objection. It's a placeholder. Your job is to find what's underneath it.

IF THEY STILL WON'T COMMIT

"No problem. Let me send you a recording of the demo so you can share it with your team. I'll follow up on [specific day].

But honestly - most people who say they'll think about it just get busy and never come back to it. If this is something you want, the best time to start is while it's on your mind."

"I can just build this myself on HighLevel."

What they mean: they think they're saving money by doing it themselves.

THE TIME VS MONEY REFRAME

"You absolutely could. HighLevel has all the tools. The question is whether you want to spend 15-20 hours configuring the AI agent, setting up the call routing, building the text-back automations, testing edge cases, and debugging the weird stuff - or whether you'd rather have all of that done and ready to deploy today."

"If it takes you 20 hours and your time is worth $50/hour, you just spent $1,000 building what's already built."

This same logic applies to you, by the way. When your client list grows and they start asking for things beyond S2L, the partner program gives you a full menu of offers with delivery handled for you.

"My customers want to talk to a real person."

What they mean: they think AI replaces human interaction.

THE REFRAME

"Right now the choice isn't between AI and a human. It's between AI and voicemail. At 7pm, on a Saturday, during a lunch rush - nobody's picking up. Voicemail doesn't book appointments. This does. And the moment a call needs a human, it hands off."

Objection cheat sheet

Objection	What it means	Your move
"Too expensive"	Don't see the value	ROI math - how many calls to break even?
"Not sure it'll work"	Don't trust AI	Demo it live, let them try to break it
"Need to think about it"	Hidden real objection	Uncover what's actually stopping them
"I can build this myself"	Think they're saving money	Time vs money (20 hrs vs $297)
"Want a real person"	Think AI replaces humans	AI vs voicemail, not AI vs human
"Can I get a discount?"	Testing your confidence	Hold the price, stack more value
"What if it breaks?"	Risk-averse	Walk through handoff + dashboard

06 Your first week

You have the offer, the pricing, the pitch, and the scripts. Here's what the first week looks like.

Day 1 - 2: Set up your demo

Import the snapshot into a test sub-account. Configure the business name, hours, and a demo phone number. Call it yourself. This is your sales weapon for every pitch from here on out.

Day 2 - 3: Pick your price and your niche

Open the Profit Model spreadsheet. Plug in your real costs. Decide your monthly price. Pick 1-2 industries from the angles table in section 3.

Day 3 - 4: Build your hit list

Find 20 local businesses in your niche. Google them. Call their phone number after hours. If it goes to voicemail, that's your opening. Write down the business name, the owner's name if you can find it, and what happened when you called. That list is your pipeline.

Day 5 - 7: Start the conversations

Reach out to 5 from your list. The pitch is simple: "I called your business at 7pm last night and got voicemail. How many of those calls turn into jobs?" Let the silence do the work. Then offer the demo.

> **The goal for week one isn't closing a deal.** It's having 3-5 real conversations with business owners who feel the missed-call problem. If you do that, the first client is a matter of days, not months. Everything in this playbook works. The only variable is whether you pick up the phone.

07 When delivery becomes the bottleneck

Self-fulfillment works. That's the whole point of the snapshot. At 5-10 clients, you're making good money and the delivery is manageable. But there's a ceiling.

At 15 clients (give or take), delivery starts eating into everything else. Support requests stack up. Onboarding new clients competes with maintaining current ones. You start turning down prospects because you don't have the bandwidth.

Three signals you've hit the wall

Signal	What it looks like
You're saying no to new deals	You can't onboard them fast enough
Support is eating your profit	Client questions and fixes are taking hours you didn't budget for
You want passive income	You'd rather sell than maintain, and you want revenue that doesn't require your time

That's when the partner program makes sense. For $39/sub per month, Extendly takes delivery off your plate entirely. Three calls (tech, training, launch), client live in 72 hours, you never touch fulfillment again.

> **The math:** $297/month minus $39/sub = $258 you keep. Fewer dollars per client, but 50 clients instead of 15. Plus the passive ascension backend (30% split on upgrades) compounds. You don't need this today. But when delivery becomes the bottleneck, it's there. Join within 30 days and we refund what you paid for the standalone offers.

You have the offer. You have the playbook. Now what?

Your first client proves the model. Your fifth client proves the business. Somewhere between five and fifteen, you'll feel the ceiling - more prospects than you can onboard, more support than you budgeted for, more revenue sitting on the table than you can reach alone.

When that happens, the partner program is the next step. Done-for-you delivery at $39/sub, a full menu of proven offers, and a passive backend that pays you while you sleep. Join within 30 days of your purchase and we refund what you already paid - the standalone offers are included.

Explore the Partner Program →

extendly.com/partner

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