

Generating Demand in the New Age

Revenue Operations & Deal Flow Generation

THE GOAL

Demonstrating the infrastructure needed to execute commercial demand generation predictably and efficiently — regardless of geography, industry, or market conditions.

GreyOps adapts high-growth B2B SaaS outbound playbooks for traditional service industries trapped in referral dependency — creating predictable, scalable pipeline infrastructure at any scale, in any market.

AT A GLANCE

\$20M

+

DEAL FLOW
GENERATED

1,200

+

ENTERPRISE MEETINGS
BOOKED

20+

GLOBAL MARKETS
SERVED

5.5%

REPLY RATE
(VS 2.1% AVG)

TRACK RECORD

01

\$2.1M

Pipeline generated for a medical device company entering the Australian healthcare market.

Targeted hospital procurement leads, medical distributors, and healthcare group purchasing organizations across key metropolitan regions. Zero existing Australian relationships at outset.



\$4.7M

Pipeline generated for a construction and real estate firm's North American market entry.

Engaged commercial developers, general contractors, and property management companies across four US states.
Off-market introductions — no tender, no cold calling.



\$3.2M

Pipeline in megawatt deals and contracts across three new markets simultaneously.

Targeted commercial and industrial energy buyers, utility-scale project developers, and sustainability-focused enterprises across Australia, Southeast Asia, and the US.



140+ Meetings

\$1.8M in new retainers generated across a 12-month professional services engagement.

Systematic outbound across management consulting, financial advisory, and legal services verticals. Transformed referral-dependent firms into predictable pipeline machines.



\$1M+

Pipeline generated targeting Fortune 1000 companies with \$500M–\$1B annual revenue.

Executive-level meetings with decision-makers in logistics, plastics, retail, and restaurants. \$324,670 in active payment processing fees generated alongside ongoing enterprise pipeline.



\$1.1M+

Facilitation and global payment processing, and merchant acquiring omni channel platform business payment acceptance.

Signal-based targeting of commercial property owners and facility managers. No tender. No procurement process. Pure off-market executive introductions at speed.



11 Meetings/Mo

Consistent qualified deal-flow meetings for a \$200M+ merchant banking firm.

Pipeline across digital infrastructure, technology, and biotech sectors. Ongoing engagement — zero seasonal fluctuation in qualified introductions.

5x Placements

Scaled from 1 executive placement per month to 5, generating \$223,486 in pipeline.

Built full North American outreach infrastructure targeting CHROs, CEOs, and hiring authorities at mid-market and enterprise companies across the continent.



\$230K

Commercial cleaning contracts secured with OCS — a leading firm across Oceania.

Executive-level meetings with facility managers and procurement heads. Q3 to Q4 ramp — purely through outbound deal flow, no existing relationships leveraged.

ENTERPRISE REACH

Meetings generated with decision-makers at:

BlackRock

WAVE

UFC

 **Adobe**

 Microsoft

ebay

 **Bank**

intuit

 **Nasdaq**

 **MassMutual**

 **SAP**

 **ChartHop**

Fortune 500 reach across 20+ global markets

OUR CLIENTS

Fiserv	Fortune 500 Payments
Payrock	Payments
Whitwell & Co.	Advisory
Summit Wealth Group	Wealth Management
Embassy Freight Systems	Logistics
Anchor Equity Partners	Private Equity
Eight Ventures	Venture Capital
First Choice Business Brokers	M&A
Headstone Business Advisory	Consulting

OUR THESIS

02

Most B2B service companies are trapped in referral dependency.

- Pipeline is unpredictable — feast-or-famine revenue cycles with no floor
- No systematic outbound infrastructure in place — revenue lives in relationships
- Sales process lacks data-driven optimization — gut feel drives every decision
- Traditional agencies deliver leads, not qualified pipeline — a vanity metric trap
- Hiring SDRs without infrastructure to feed them — expensive and counterproductive

Proprietary deal flow infrastructure — built, managed, and optimized entirely by GreyOps.

01

Pipeline Strategy

Market segmentation, ICP definition, competitive positioning, and TAM analysis.

02

Outbound Infrastructure

Domain architecture, deliverability, micro-segmented campaigns, and continuous optimization.

03

Sales Process Refinement

Process audit, metrics frameworks, collateral development, and conversion optimization.

What it costs to build this in-house:

Sales Development Rep (SDR)	\$65K–\$85K / year
Sales Manager / VP Sales	\$120K–\$180K / year
CRM & Sales Tech Stack	\$15K–\$30K / year
Data & Contact Databases	\$12K–\$25K / year
Email Infrastructure	\$5K–\$10K / year
Training & Ramp-up Time	3–6 months
Estimated Annual In-House Cost	\$217K–\$330K+

WHY GREYOPS

Micro-Segmentation

Campaigns of <100 recipients per segment — achieving 5.5% reply rates vs. 2.1% industry average.

Cross-Industry Playbooks

Proven methodologies from high-growth SaaS applied precisely to traditional service verticals.

Done-For-You Execution

Full infrastructure build, campaign management, and optimization — no internal headcount required.

Speed to Pipeline

First qualified meetings within 14–21 days of launch. Full campaign velocity by Day 60.

Global Reach

Operating across 20+ markets — USA, Australia, Singapore, New Zealand, and expanding.

Outcome Guarantee

If pipeline generated < investment within 90 days, continued service at no additional cost.

Ready to build your deal flow infrastructure?

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