



Jianyu Insight Consulting

# Managed B2B outbound services

Account research and ongoing outreach  
Interested replies with evidence and context

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For industrial and technical B2B teams

2026.10



# Managed outreach, with a clear sales handoff

Jianyu runs prospecting and email outreach. Your team takes over pricing, meetings and the sale.

| Stage       | Jianyu’ s responsibility                                                                        | What your team receives                             |
|-------------|-------------------------------------------------------------------------------------------------|-----------------------------------------------------|
| 01 Scope    | Agree markets, use cases and relevant roles<br>Exclude clients, active deals and prior contacts | Target profile<br>Exclusion list                    |
| 02 Research | Assess company fit and find relevant contacts<br>Verify details and prepare outreach context    | Relevant contacts<br>Account context                |
| 03 Outreach | Personalized outreach in local languages<br>Maintain domains, inboxes and records               | Ongoing execution<br>Activity and reply records     |
| 04 Handoff  | Human review of explicit written interest<br>Original threads, context and suggested actions    | Interested accounts<br>Evidence for sales follow-up |

**Local language** Emails and follow-ups in the target market’ s language, with locally relevant wording.

**Best fit** B2B teams with a defined offer, a target market and capacity to follow up on replies.

# Clear qualification and evidence for every handoff

Account fit, a relevant contact and explicit written interest. Budget or an approved project is not required.

## Reply acceptance

| Reply                                  | Treatment |
|----------------------------------------|-----------|
| Relevant materials, specs or samples   | Accepted  |
| Pricing request for your offer         | Accepted  |
| Request to discuss your offer          | Accepted  |
| Vague interest, courtesy or referral   | Pending   |
| Auto-reply, refusal, opt-out or clicks | Excluded  |

Short or ambiguous replies need context. Opens and clicks do not qualify.  
Each company and opportunity counts once across the engagement.

## Handoff contents

### Account and contact

Company, website, region, business and relevant role

### Original evidence

Full email thread, context and reply timestamp

### Fit and interest

Fit rationale, specific interest and short background

### Next action

Suggested material, pricing or business discussion

### Ongoing visibility

Activity records, reply classification and weekly review

# Verified examples of interest progressing to a quote request

Selected examples from Jianyu’ sverseas business development.

| Account type              | Initial interest                                            | Subsequent request                                                |
|---------------------------|-------------------------------------------------------------|-------------------------------------------------------------------|
| European energy adviser   | August 2026<br>Requested samples and indicative rates       | September 2026<br>Defined a pilot scope and requested a fixed fee |
| Australian energy adviser | August 2026<br>Requested relevant examples and a discussion | September 2026<br>Requested a quote for a project ROI analysis    |

## Excerpt from an original reply

“Can you quote for a high level analysis of the ROI”

Verified 12 October 2026. These are quote requests, with no verified revenue or order growth figures.

# Industry reference: industrial outbound results

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Estimated spend below uses Jianyu’ s current Standard plan.

## CNC cutting inserts

Carbide tool manufacturer, Zhuzhou

**33** high-intent enquiries

### 2 custom orders completed

Targeted tool distributors and metalworking factories. The client team followed up and closed orders.

3 months   2,750 targets   17.8% reply rate

**Standard plan estimate: US\$1,380–2,170**

## Industrial absorbents

Materials manufacturer new to exporting

**36** high-intent enquiries

### Sample orders and bulk enquiries

Some buyers specified tonnage or shared-container requirements.

4 months   2,872 targets   40.4% reply rate

**Standard plan estimate: US\$2,170–2,960**

Model: assume 1–2 months for the pilot, then Standard cycles.  $\text{US\$590} + \text{US\$790} \times \text{cycles..}$

# Managed outbound service plans

Each accepted account includes the original interested reply, contact details, company context and suggested next steps.

| Plan                | Introductory pilot                                        | Standard                                                     | Scale                                                        |
|---------------------|-----------------------------------------------------------|--------------------------------------------------------------|--------------------------------------------------------------|
| Service fee         | US\$590 once                                              | US\$790 / cycle                                              | US\$1,490 / cycle                                            |
| Interested accounts | 5 + handoff dossiers                                      | At least 6 + dossiers                                        | At least 12 + dossiers                                       |
| Service delivery    | Target calibration and setup<br>Outreach and pilot review | Outreach and follow-ups<br>Monthly targeting and copy review | Outreach and follow-ups<br>Reviews by market or product line |
| Delivery period     | Up to 60 days, incl. setup                                | 30 days / cycle                                              | 30 days / cycle                                              |
| Engagement          | Introductory offer<br>No obligation to renew              | Renew by agreement<br>No annual lock-in                      | Renew by agreement<br>No annual lock-in                      |

## Included in every plan

Target account research and contact verification  
Personalized emails and follow-ups in local languages  
Sending domain and inbox setup and maintenance

Outreach language agreed for each market  
Human reply review, original threads and account context  
Interest summary, next steps and prompt handoff  
Campaign activity records and weekly progress reviews

# Launch requirements and delivery protection

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Agree scope, approve messaging and pay before launch. Confirm timing, acceptance and protection in writing.

## Launch and responsibilities

|                        |                                                                                             |
|------------------------|---------------------------------------------------------------------------------------------|
| <b>Your inputs</b>     | Offer details, target markets, exclusions and an authorized sending identity.               |
| <b>Jianyu delivery</b> | Research, outreach, follow-ups, human review and handoff, with weekly progress reviews.     |
| <b>Sales follow-up</b> | Take over within two business days. Your team owns materials, quotes, meetings and closing. |

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## Acceptance, extensions and refunds

|                        |                                                                                                            |
|------------------------|------------------------------------------------------------------------------------------------------------|
| <b>Acceptance</b>      | Raise specific objections within five business days. Invalid results do not count and are replaced.        |
| <b>Protection</b>      | Pilot: up to 60 days. Monthly plans: up to 30 extra days free, with no next-cycle charge during extension. |
| <b>At the deadline</b> | Choose a proportional refund or written extension. Renew each cycle by agreement. No annual lock-in.       |

Refund = package fee × unfulfilled results ÷ committed results, processed within 10 business days of agreement.