



LEAD GENERATION PROPOSAL

EMAIL

connect@maandigitalsolutions.com

WEBSITE

www.maandigitalsolutions.com

TELEPHONE

+91 7567 1414 12

+91 9714 5552 13

Why Us?

- Timely response
- Team with skilled and experienced resources
- Exclusive Leads
- Process driven work-models
- Happy to sign agreements whenever needed
- Dedicated point of contact

Commitments and Results

- Sales pipeline full of potential customers
- Minimum 10 potential leads in a month
- End-to-end sales support, assisting you in converting clients successfully.

Upwork Strategy:

- Sending proposals on Upwork
- Targeting leads in both Europe and the USA
- Responding to leads immediately once a proposal is accepted
- Attending to lead as soon as a proposal is accepted and communication begins
- Following up with leads to maintain engagement and increase conversions

LinkedIn Outreach Strategy:

- Identifying and researching potential prospects
- Sending personalized connection requests
- Initiating meaningful conversations upon connection acceptance
- Understanding client needs and gathering requirements for relevant services
- Nurturing relationships and following up with potential leads

Choose the Right Monthly plan for Your Lead Generation Goals

Platforms	Starter ₹30,000 (Any one platform)	Growth ₹45,000 (Both platforms)	Scale ₹60,000 (Both Platforms)
LinkedIn	1 Account	1 Account	2 Accounts
Upwork / Any other bidding platforms	1 Account (only if chosen)	1 Account	2 Accounts
Daily Reporting	Yes	Yes	Yes
Weekly Strategy Call	Yes	Yes	Yes

Note: Starter plan includes outreach on either LinkedIn or Upwork. Growth and Scale plans include both platforms.

Payment Terms & Conditions*

**70% OF THE AMOUNT TO BE PAID IN ADVANCE
AND THE REMAINING ONCE THE MONTH IS
FINISHED**

(THIS IS APPLICABLE JUST FOR THE FIRST MONTH)

**FROM NEXT MONTH ONWARDS, 50% TO BE PAID IN
ADVANCE AND REMAINING BY THE
END OF THE MONTH**

Note:

**THE EXPENSE FOR CONNECTS FOR UPWORK WILL BE SHARED EQUALLY
(50-50%) BETWEEN BOTH PARTIES.**

Communication & Reporting:

**The assigned BDE will have a call with you every Friday to
provide a walkthrough of the weekly efforts, ensuring
alignment.**

**Daily reporting will be maintained through a daily report sheet,
updated regularly.**

Prerequisites

- 1) Corporate Profile**
- 2) Portfolio**
- 3) Rate Card / Starting Hourly Rates**
- 4) Tech Stacks**
- 5) Core Services**
- 6) Targeted Regions**
- 7) USPs (If Any)**
- 8) Up and Running Website**
- 9) Well-Grown LinkedIn Accounts**
- 10) Upwork Accounts Login Details**

THANK YOU



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Raheja Mindspace, Madhapur

Survey No. 64, Building Number 9, 13th Floor, Madhapur, Hyderabad, Telangana



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