

LetsDoSales - business proposal

AI automation for trucking & fleet compliance | prepared 4 October 2026 | launch client: Atif's Calgary compliance firm (US/Canada)

The problem we sell against

every carrier has all three

Documents expire silently

nobody is watching a spreadsheet

Chasing drivers eats the week

hours of texts and phone calls

Applicants go cold

no callback fast enough

Who we sell to

bought by whoever owns the audit risk

US & Canada carriers

10-200 power units

Fleet compliance firms

our launch client lives here

Calgary trades (track 2)

missed-call text-back

The wedge: Document Expiry Watch

one workflow, live in about a week

Monitor every driver document

medical card, CDL, insurance, drug test

Reminders at 60/30/14/7/1 days

tiered, automatic, relentless

Escalate + keep an audit trail

manager alert, dated history

Offer ladder

fixed scope per tier - every 'can you also' gets a price, not a yes

Tier 1 - Expiry Watch

10-50 power units

\$3,500 setup

\$750 / month

annual commitment

monthly billing

Tier 2 - Onboarding Pipeline

50-150 power units

\$6,500 setup

\$1,500 / month

annual commitment

monthly billing

Tier 3 - Compliance Centre

150+ units, or compliance firms

\$12,000 setup

\$2,500 / month

annual commitment

monthly billing

Launch price, first 3 clients only

\$2,500 setup + \$1,000 / month

traded for a testimonial, a published case study,

2 referral introductions, and the discipline to

measure before and after.

Client #1 is family. Discount the setup, but

still charge: free clients do not measure up

and do not refer.

Revenue model

the setup fee funds the build, the MRR funds the business

Setup fee, paid before build

non-refundable, one per client

Monthly retainer

the actual business, annual commitment

Usage billed at cost + 15%

SMS, call minutes, AI usage

Target: 3 clients by day 90

\$3,000+ MRR

Go-to-market order

do these in sequence, not in parallel

1. Warm intro - Atif

one intro beats 500 cold emails

2. Build the case study

measure before/after, publish numbers

3. Referral engine

5 warm intros per happy carrier

4. Cold outreach

20 calls/week, Adil local + Aqib remote

Team & roles

the scarce skill is someone who will ask for money

Aqib - sells

Pakistan; evening shift = North American hours

Adil - builds

Calgary; technical delivery and local calls

Atif - launch client

warm, real, and a referral source

First 90 days

two tracks, one owner each - do not start a third

Weeks 1-2

Build the proof

- run discovery on Atif's fleet

- workflow live, not mocked

- record a 2-min demo

Weeks 3-6

First paying clients

- 5 warm intros from Atif

- 20 outbound calls per week

- target: one close

Weeks 7-12

Repeat and raise

- measure before and after

- publish one case study

- move to standard pricing

Why this works: compliance is mandatory and recurring, so the retainer is not a hard sell.

An audit failure costs a carrier far more than our fee, and trucking is a referral-driven industry.