

TargetGenAI

The AI-Powered Outbound Engine for IT Service Providers

A specialized, autonomous outbound system that books qualified discovery calls directly with decision-makers at IT and Tech companies.

Built specifically for IT consulting firms, MSPs, and software development agencies who need a consistent, predictable pipeline of new enterprise clients—without the overhead of a traditional sales team.

THE OFFER

What We Do For You

We build and operate a complete AI-driven client acquisition system for your firm. Every month, we identify high-value IT targets, reach the right technical and business leaders, and convert interest into booked meetings while you focus on delivery.

12-18

QUALIFIED CALLS / MO

4-6 Wks

TIME TO RESULTS

100%

DONE-FOR-YOU

HOW IT WORKS

Our five-stage managed process leverages advanced AI agents to handle the complexity of IT sector outreach.

01 Targeting Architecture

We define your ideal IT client profile (ICP)—focusing on company size, tech stack, and decision-makers (CTOs, VPs of Engineering, IT Directors) who hold the budget for your specific services.

02 AI Prospecting Universe

Every month, we use proprietary AI tools to research and compile a fresh list of 8,000–10,000 new IT companies and contacts. These are real-time leads, not stale database exports.

03 Hyper-Personalization at Scale

Our AI researches each individual prospect's recent technical papers, LinkedIn activity, or company news to craft a unique opening line. This ensures a 3x higher response rate than generic templates.

04 Campaign Optimization

We manage the entire infrastructure—deliverability, sequencing, and A/B testing. Our system learns from every reply, sharpening its technical messaging every single week.

05 Lead Conversion

When an IT leader shows interest, we handle the technical follow-up to answer preliminary questions and book the discovery call directly on your calendar.

TIMELINE

Weeks 1-2: Infrastructure Setup

Onboarding, ICP mapping, and domain warming.

Weeks 3-6: First Results

Campaign goes live. First technical discovery calls appear on your calendar.

Month 2+: Scaling & Compounding

Volume increases as AI models refine messaging based on positive reply data.

MARKET CONTEXT

The real cost of manual IT sales development in 2026.

Hiring an in-house Sales Development Representative (SDR) for technical sales is becoming prohibitively expensive. IT prospects are more resistant to generic outreach than any other industry.

Expense Category	Annual Cost (Technical SDR)
Base Salary	\$75,000 - \$90,000
Benefits, Taxes, & SaaS Stack	\$40,000 - \$55,000
Management Overhead	\$15,000 - \$20,000
Total Fully Loaded Cost	\$130,000 - \$165,000/year

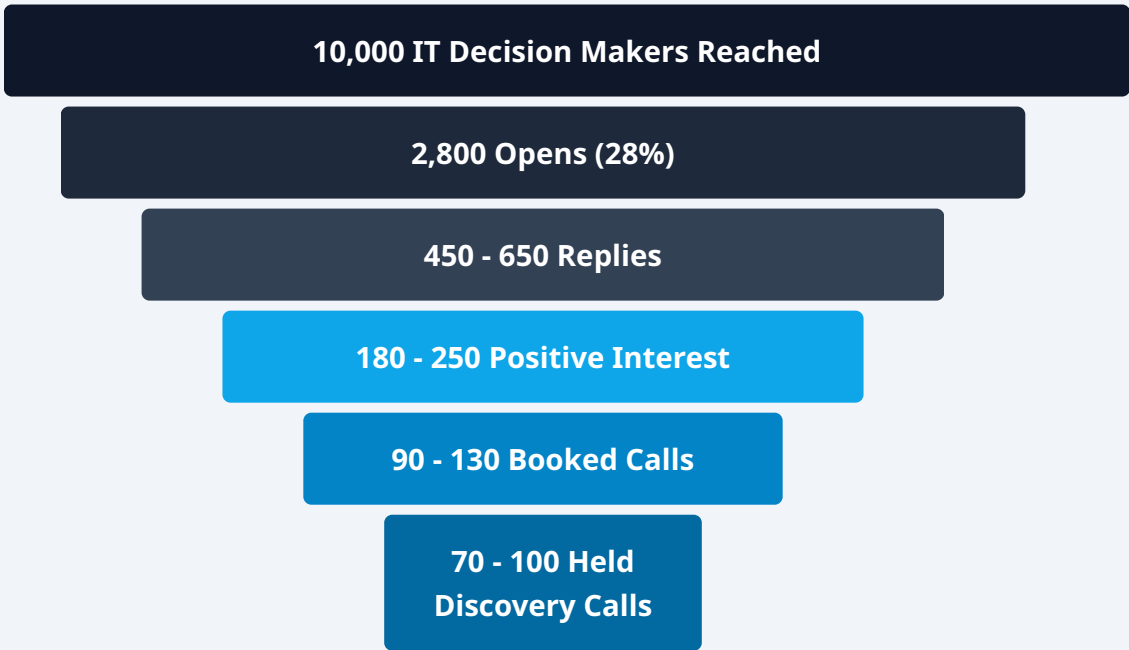
The TargetGenAI Advantage:

Our system costs less than 20% of a full-time SDR while sending 10x the volume of high-quality, technically-aware personalized emails. No turnover, no training, and no management required.

"IT Decision makers receive an average of 40 cold emails per day. 98% are instantly archived. AI personalization is the only way to break through the noise." — TechSales Insights (2026)

PERFORMANCE DATA

How 35,000+ AI-personalized emails translate to revenue.



REVENUE IMPACT

Projections based on IT Services & Managed Solutions benchmarks.

Scenario	Annualized Revenue Growth	Assumptions
Conservative	\$240,000	15% Close, \$20k Avg. Contract
Realistic	\$560,000	20% Close, \$35k Avg. Contract
Strong	\$1,100,000+	25% Close, \$50k+ Enterprise Deals

*Assumes a 30% quality discount on booked calls to account for market fit and timing.

FREQUENTLY ASKED QUESTIONS

We already have a few large IT clients. Will you message them?

No. Before launch, we ingest your "Do Not Contact" list to ensure we only reach net-new prospects, protecting your existing reputation.

How does AI handle complex technical topics?

Our agents are trained on your specific service offerings (e.g., Cloud Migration, Cybersecurity, Custom Dev). They use context-aware LLMs to speak the "language" of your prospects fluently.

What if we don't have a formal sales process?

The volume of calls we provide usually forces a process to develop. We provide you with the context for each call (who they are, what they need) so you can walk into every meeting prepared.

Is there a limit to the number of calls?

While we commit to a floor of 12-15 calls/month, the system's capacity is much higher. As optimization compounds in months 3+, many clients see 20+ monthly discovery calls.

Ready to automate your IT client acquisition?

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