

Statement of Work (SOW)

The Service Provider, Triarc LLC, will provide the Client, _____, with the following services to support lead generation and appointment setting efforts.

I. Scope of Work

The Service Provider will deliver the following management and setup services related to email marketing and appointment setting:

Domain Management:

- Configure domains with proper DNS settings to ensure reliable email deliverability.
- Domains remain the property of the Client and will be transferred to their control upon request.

Email Warm-Up & Campaign Management:

- Warm email accounts and integrate them with a cold email platform.
- Automate sending and optimize performance for maximum effectiveness.

Lead Sourcing & List Cleaning:

- Source contact data aligned with the Client's target audience.
- Clean and verify lists to minimize bounce rates and improve outreach accuracy.

Campaign Creation & Execution:

- Design and execute tailored email campaigns, including compelling offers and outreach strategies.
- Campaigns will be reviewed and approved by the Client before launch.

Inbox & Response Management:

- Monitor inbox activity and manage responses to potential leads.
- Schedule and confirm meetings with qualified prospects.

Performance Optimization:

- Continuously monitor campaign performance and make necessary adjustments for improved results.
- The Client grants the Service Provider authority to optimize copy and campaign elements following the initial approval to ensure the best possible outcomes.

Setup Timeframe:

- Initial setup, including domain configuration and email warm-up, will take approximately 2-4 weeks.

II. Platform Costs & Responsibility

The Client is fully responsible for maintaining and paying for the required platforms, as listed below. The Service Provider will manage these platforms as part of the service but does not assume the costs. These platforms must be maintained at the subscription levels agreed upon. Any changes to the platforms must be agreed upon in writing by both parties.

Platform	Estimated Cost	Breakdown & Purpose
Instantly	\$99/month	Handles cold outreach sending, automated warming, and prospect response management.
Apollo	• \$99/month for 4k contacts; or • \$199/month for 10k contacts.	Used for contact list building, job title and industry targeting, and exporting lead data.
Email Users	• \$640/month for 3.5k sends; or • \$960/month for 5k sends.	Dedicated sending infrastructure reaching 3,500-5,000+ unique prospects per month depending on scale. Includes domain setup, DNS configuration, and access to premium warming pools for maximum deliverability.
Appointment Setter	\$600/month	Manages lead scraping, list cleaning, inbox monitoring, appointment booking, and CRM updates.
Consolidated Billing for Misc. Tools	\$300/month	Covers low code tools for automations, list verification software, AI agent API calls, and spam prevention tools.

Estimated Monthly Cost:

- $\$99 + \$99 + \$640 + \$600 + \$300 = \text{\$1,736/mo}$

Initial Domain Cost:

- ~\$240 for 16 domains (80 users) or ~\$360 for 24 domains (120 users)

Billing and Usage Details:

- The Client must keep these platforms in good standing to avoid interruptions.
- If delinquency causes a suspension, the Service Provider reserves the right to charge a \$300 penalty for every 7 days of downtime.
- Upon agreement cancellation, platforms may also be canceled or retained for independent use by the Client.

III. Term

This SOW begins on _____ and operates as a month-to-month agreement. Either party may terminate the agreement with written notice. To align with the notice requirements of the Service Provider's partners for domain hosting and dedicated appointment setters, a full calendar month's notice is required. Termination becomes effective at the end of the following calendar month. E.g. If notice is given on February 12, the agreement ends March 31.

IV. Payment

The Service Provider will be compensated \$300 per Qualified Appointment for the first ten (10) Qualified Appointments booked and attended per month, and \$150 per Qualified Appointment thereafter.

What counts as a Qualified Appointment:

- The prospect meets the predefined qualification criteria.
- The prospect attends the scheduled appointment (phone or video), regardless of purchasing intent, budget, or timeline.
- If the Client fails to attend a scheduled appointment without providing at least 24 hours notice to the prospect or Service Provider, the appointment will be considered qualified.

What does not count as a Qualified Appointment:

- Appointments with contacts who are clearly outside the agreed qualification criteria.
- No-shows where the prospect does not attend and does not reschedule.

The Parties will establish qualification criteria in writing before the start of the engagement. These criteria may only be modified by mutual written agreement.

In the event of ambiguity, the Service Provider's reasonable determination of whether an appointment meets the agreed criteria will govern, unless the Client provides written objection within ten (10) business days of delivery.

Payment Terms:

- Payment is due monthly, based on the total number of qualified appointments in the prior month.
- Late payments (over 14 days) may result in campaign suspension and account restrictions until payment is made.
- In the event of termination, the Client remains obligated to pay for appointments secured during the engagement.

V. Additional Services

This SOW does not prevent the Client from requesting additional products or services from Triarc. Any such services will require a separate scope, pricing, and agreement beyond this SOW.

If the Client requests additional services after the contract term or beyond this scope, both Parties will enter into a new agreement.

VI. Terms and Conditions

The Client agrees to the TRIARC TERMS AND CONDITIONS, found at thinktriarc.com/terms-and-conditions-2023. This statement of work governs the services provided by or otherwise provided by Triarc LLC (collectively, the “Service”) and the Client must at all times agree to and abide by these Terms.

VII. Approval

By signing below, you acknowledge that you have read and agree to the terms of this SOW and the TRIARC TERMS AND CONDITIONS.

Date: _____

ACCEPTED AND AGREED:

Blake Mahon

By: _____

Name:

Title: