LiteByte.

CUSTOM SALES SYSTEMS · HOW THEY WORK

Agents built around how you sell.

Agentic sales systems that find, research, watch and reach the right buyers, inside the tools your team already uses.



Agents gather the intelligence. Your team makes the call.

The system does the research, checking and drafting no team has the hours for, then hands your reps a sourced message to review.

Figures from one system we've built. Volume, sources and cost per email are dials, not a fixed package.

15,000 leads a month at full capacity

76 signal sources across 18 types

£0.04 per fully researched, personalised email

Generic is invisible. Intelligence wins.

WHAT EVERY BUYER GETS

GENERIC OUTREACH

Subject: Quick question, `{first_name}`

Hi `{first_name}`,

I noticed `{company}` is growing and thought you'd be interested in how we help teams like yours save time and cut costs.

We work with leading businesses in `{industry}` to drive efficiency and unlock growth.

Do you have 15 minutes next week for a quick call?

Best,
Alex

- No reason to write now
- Nothing about the person reading it
- Could be sent to anyone, so it reads that way

HOW DEEP OUR PERSONALISATION GOES

LITEBYTE OUTREACH

05 Their own words and concerns

04 Why it matters to them now

03 A company event

02 Role and industry

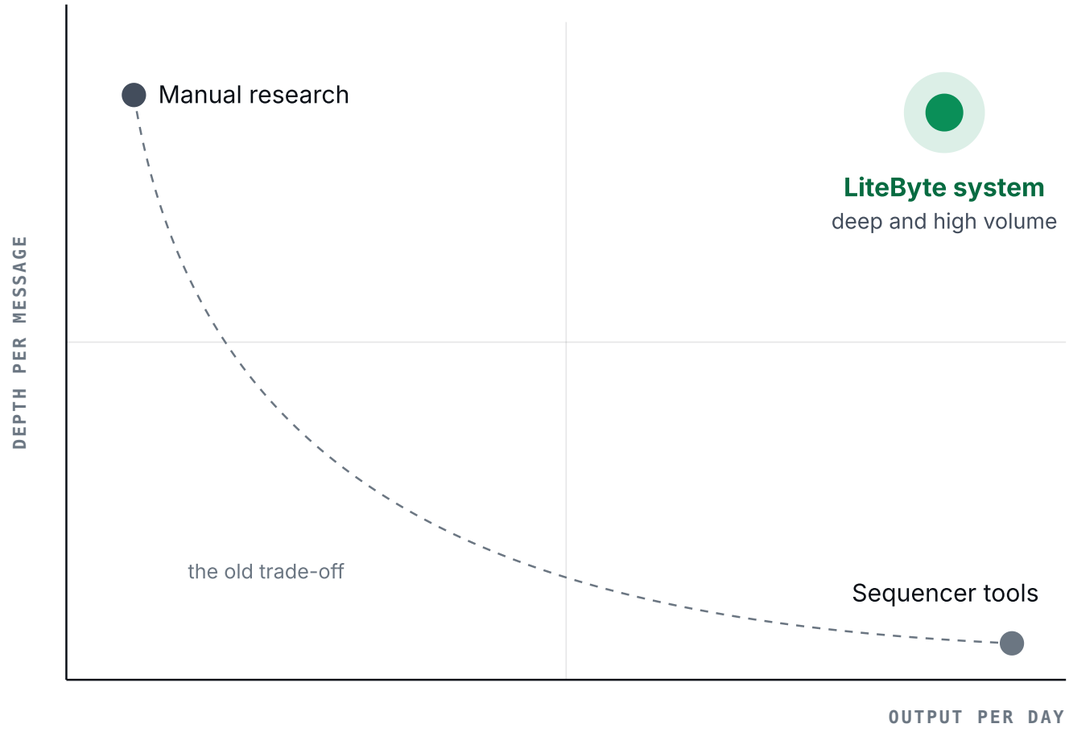
01 Name and company

WE WORK HERE

MOST OUTREACH STOPS HERE

Rung five in practice: Sam posted that vague installation handovers cause delays, so his email spells out who installs what.

By hand, time caps output.



RESEARCHING BY HAND TODAY · ESTIMATE

THE STANDARD APPROACH

30–60 min

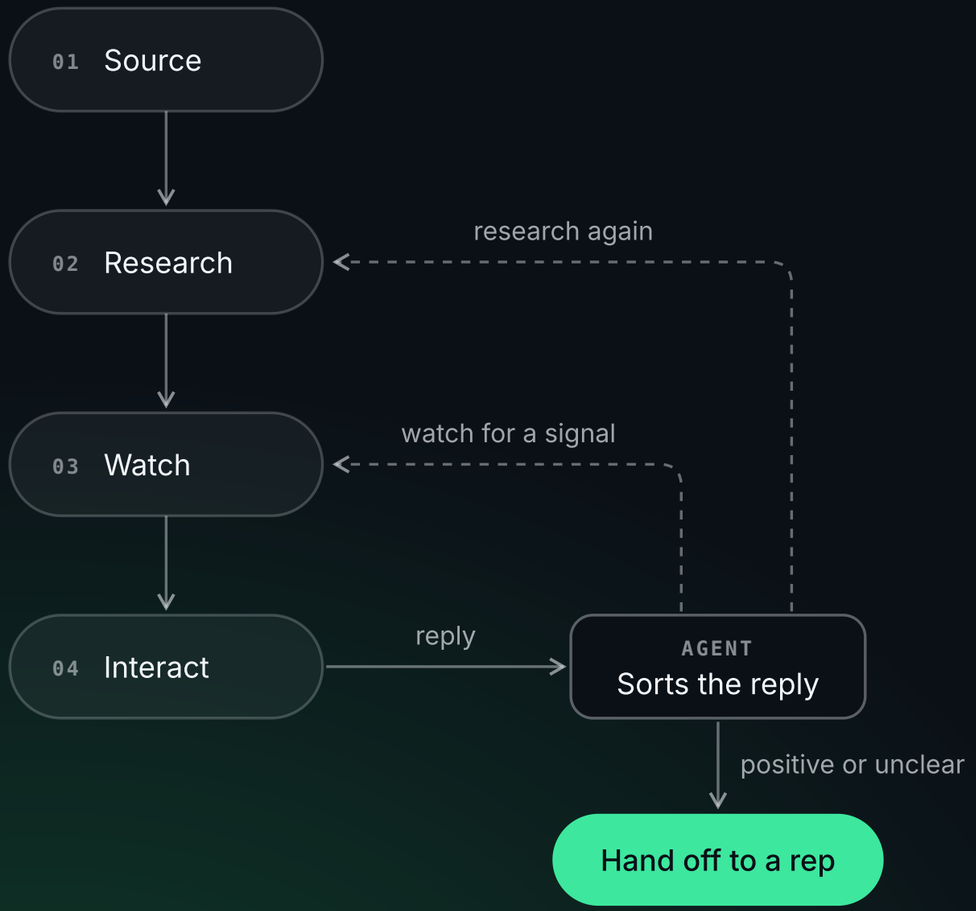
for a rep to research one lead properly by hand

8–15

well-researched messages a rep can write in a day

Without a system, it’s volume or quality, never both. An AI system that collects and checks lead intelligence on its own removes that trade-off, giving every lead deep research at a volume no team could reach by hand.

Modern outreach, rebuilt as one system.



01
Source

Find companies that fit your brief, using news, public registers and tenders.

02
Research

Read the company and the person, and store what matters as facts. Replies that raise new questions come back here.

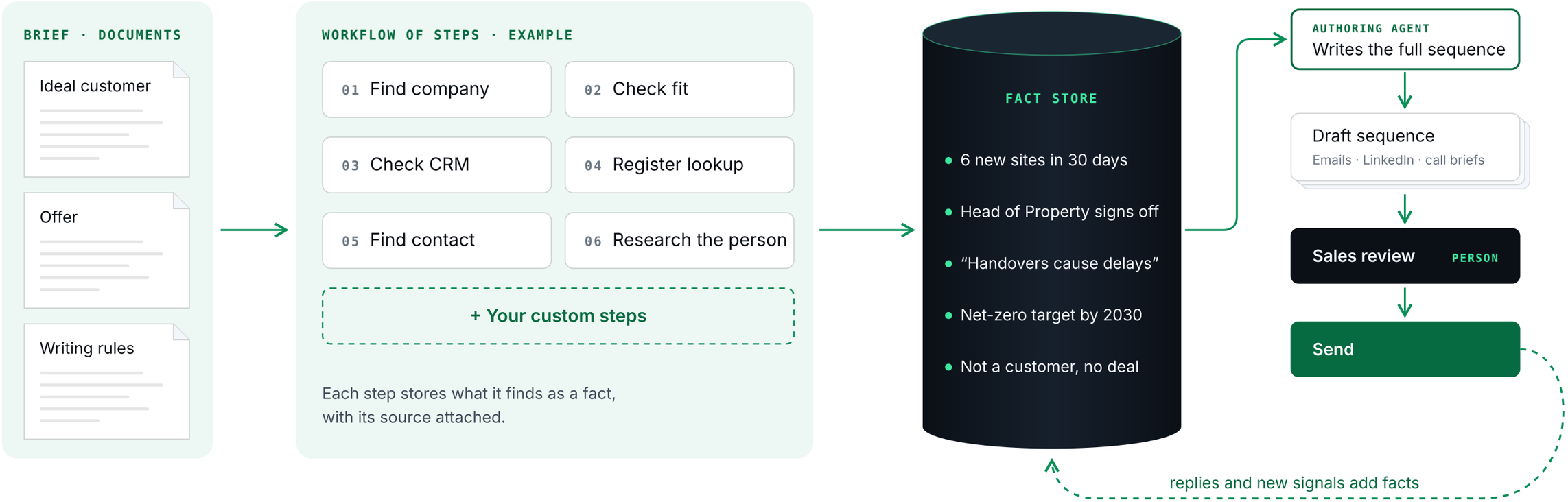
03
Watch

Hold accounts on a watchlist until there is a real reason to write. “Not now” replies come back here.

04
Interact

Write, review and send across channels. An agent sorts every reply, and positive or unclear ones go straight to a rep.

How a lead moves.



How steps work.

A step is a small agent with one job. It gets a goal, the tools it may use and the rules it must follow. Then it either learns something about the lead and stores it as a fact, or carries out an action, like updating your CRM. Steps can plug into your own tools, and can be added, swapped or removed for each customer profile.

01 · RESEARCH STEPS

Learn something about the lead and store it as a fact, with its source.

Register lookup	→	**6 new sites in 30 days**
Read their posts	→	**“Handovers cause delays”**
Check CRM	→	**Not a customer yet**

02 · ACTION STEPS

Do something with what the system knows, inside the rules you set.

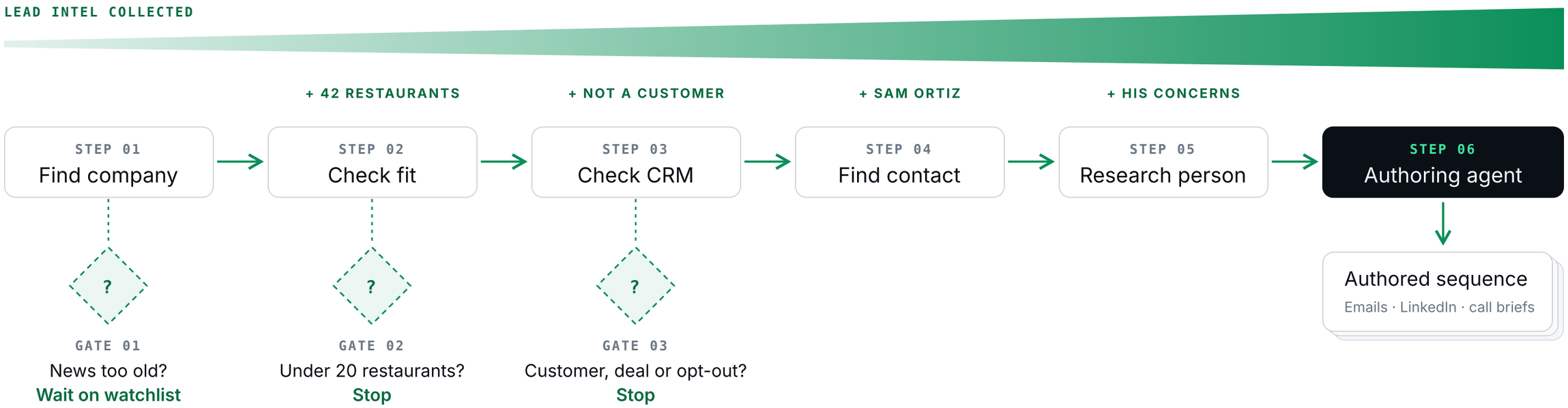
Push to CRM	→	✓ Deal created
Alert a rep	→	✓ Brief sent in Slack
Book a call	→	✓ Slot held for a rep

03 · YOUR OWN TOOLING

Plug a step into your internal systems, so it works the way your team does.

Pricing tool	→	Quote range for 6 sites
Project database	→	Two similar past jobs
Service notes	→	Last contact noted

Every step learns. Every step decides.



Your rules, every time

Fit thresholds, exclusions and opt-outs come from your brief, and every lead is held to them.

Stopped isn’t lost

A lead that’s too early waits on the watchlist and comes back when a new signal lands.

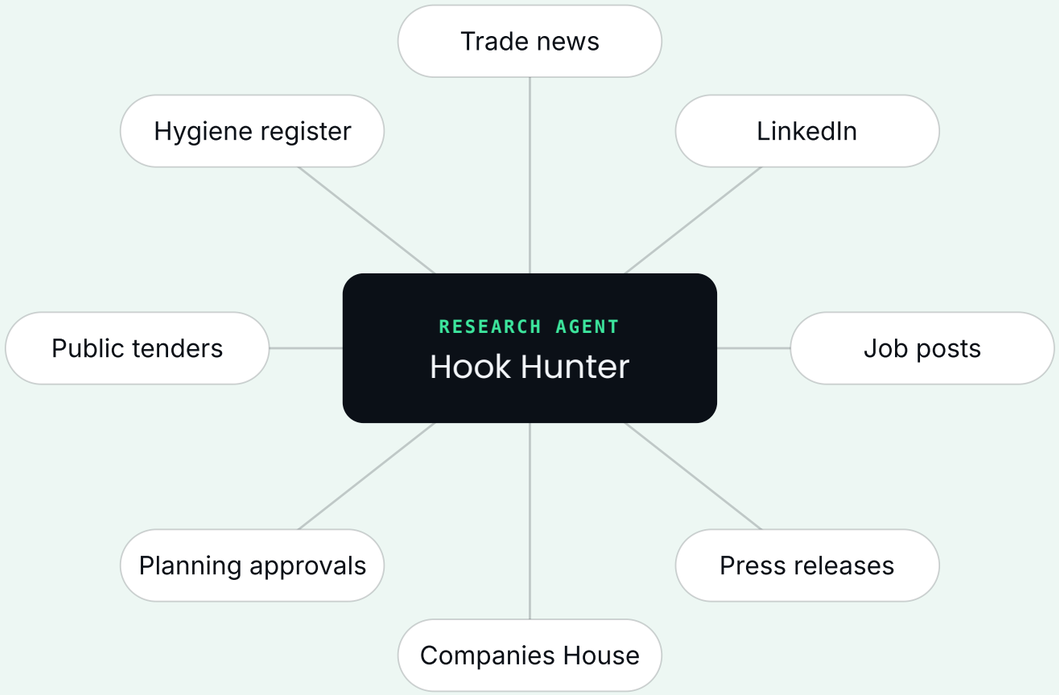
Cheap checks first

Expensive steps only run on leads that pass the gates.

Example step: “Hook Hunter”.

A deep research agent digs through its connected sources for a strong reason to reach out.

API INTEGRATIONS



FACTS FOUND · HARBOUR KITCHEN

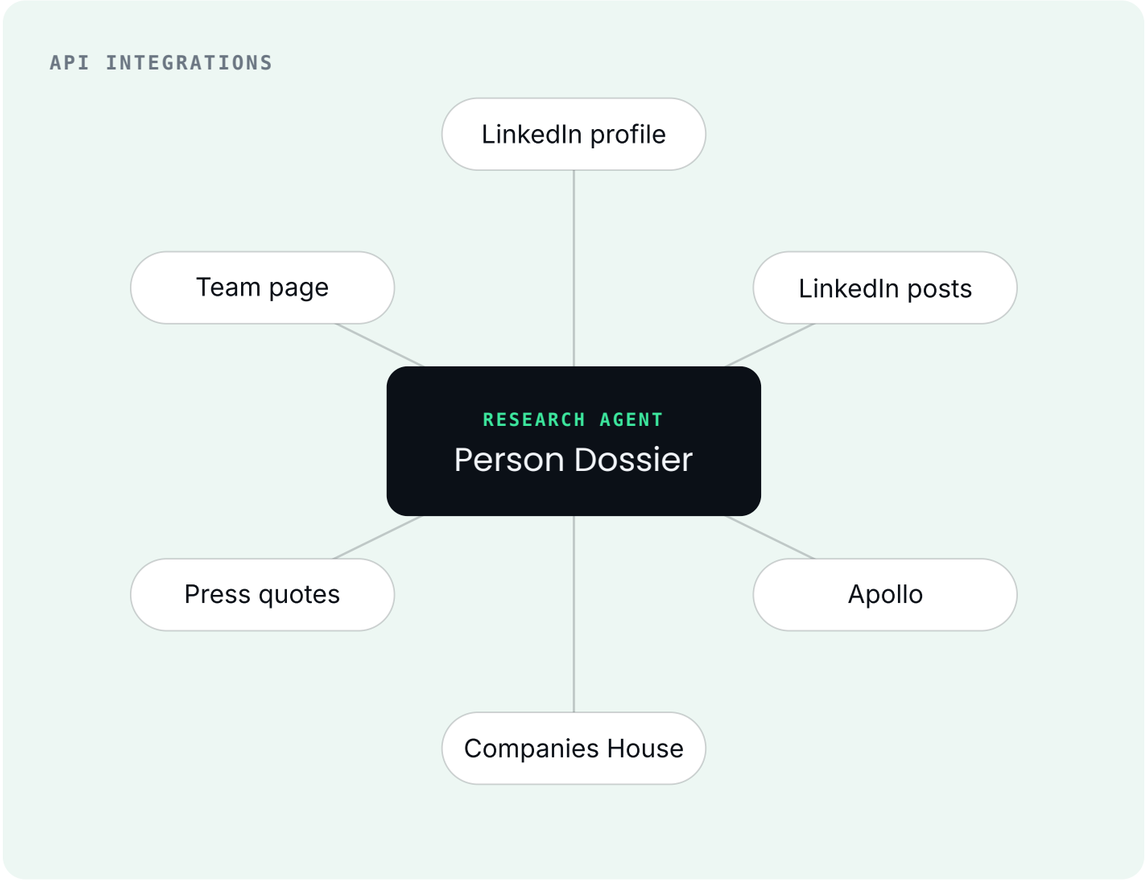
TRADE NEWS	Planning new restaurants
HYGIENE REGISTER	Six new premises registered
PUBLIC TENDERS	Kitchen fit-out, suppliers still being chosen
LINKEDIN	Sam posts about installation handovers

THE HOOK

Six new kitchens mean six new electricity bills. Smart plugs that switch off idle equipment are timely.

Example step: “Person Dossier”.

A research agent builds a picture of the person, so the message fits how they work.



FACTS FOUND · SAM ORTIZ

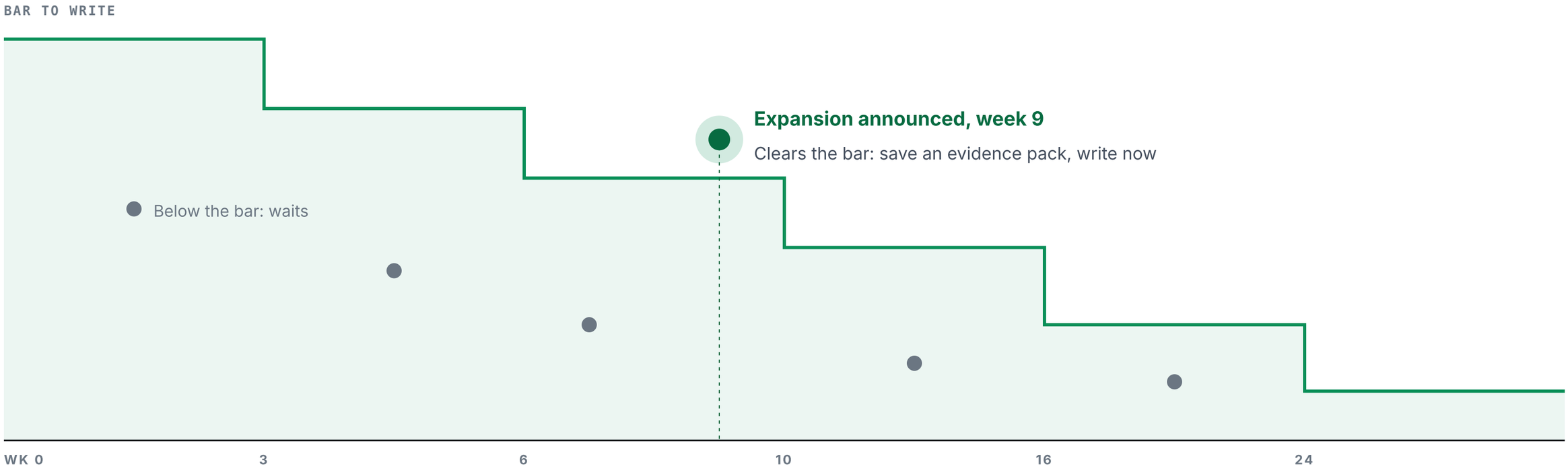
LINKEDIN	Head of Property, Harbour Kitchen, 3 years
LINKEDIN	Previously 8 years running site builds
APOLLO	Verified work email
POSTS	“Vague handovers create avoidable delays”

THE READ

Came up through construction, so expect someone practical and wary of sales polish. Keep it to four sentences and lead with who installs what.

Example step: “Signal Watcher”.

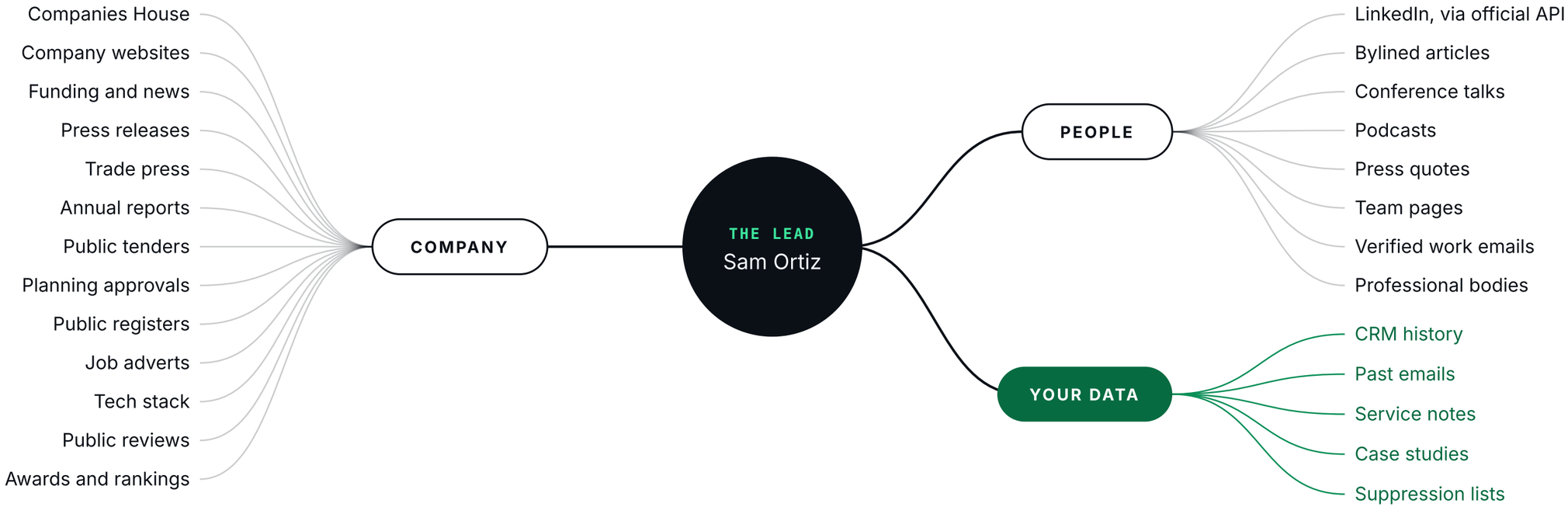
The bar to write starts high and drops the longer an account waits.



Exceptional	Strong	Good	Decent	Any hook	Floor
Funding, a new CIO, an acquisition	A cluster of hires, a tender win	A site change, a product launch	A case study, a partner listing	Any credible, sourced reason	Best found, or cold

Hundreds of sources. All public, all legal.

Each workflow picks its own: planning approvals for a facilities flow, speaking slots for a marketing flow.



COMPLIANT BY DESIGN

- Official APIs and licensed data
- No scraping, no fake accounts
- Public, professional info only
- Lawful basis and one-click opt-out
- Suppression lists checked first
- Raw research deleted at 30 days

04 · CUSTOMISE

Same engine. Different workflows.

Each customer profile and offer needs different intelligence, so each runs its own steps.

FULLY CUSTOMISABLE, END TO END

CUSTOMER PROFILE 1

01

The workflow

We customise which steps run, in what order, and when a lead stops.

02

The data

We customise which sources are searched and which facts are kept.

03

The actions

We customise the channels, CRM updates, alerts and hand-offs.

04

The rules

We customise fit thresholds, exclusions, tone and approvals.

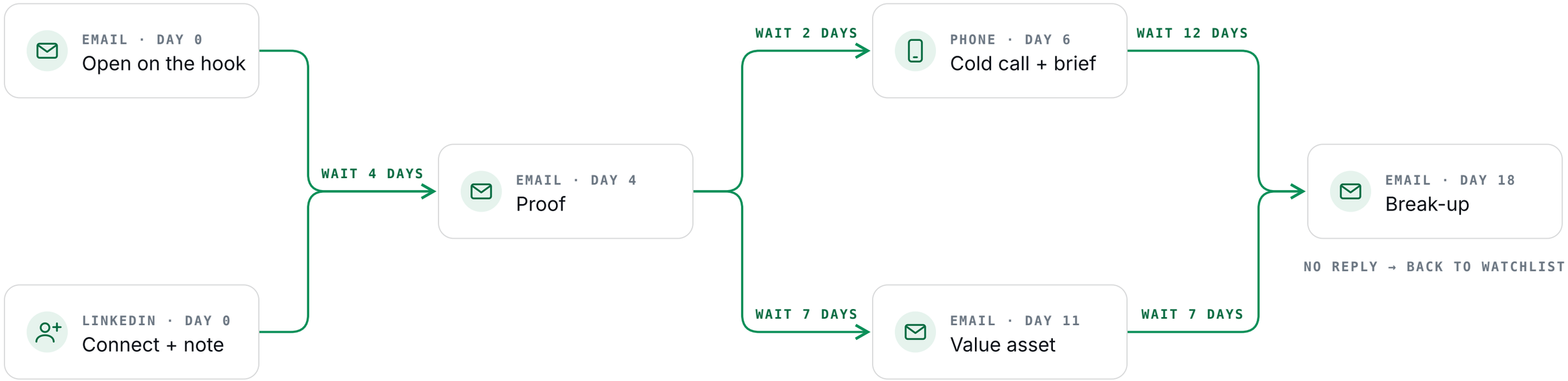
05

The integrations

Each workflow gets the integrations it needs, from your CRM and inbox to Slack.

Omnichannel outreach, in one sequence.

An example sequence. Channels, timing and order are set for each workflow.



Every draft references its facts.

REVIEW QUEUE · SAM ORTIZ, HARBOUR KITCHEN

Edit wording | Swap a fact | Approve and send

FACTS FOUND · 5

1 **Six new kitchens in 30 days**
Food hygiene register — LINE 2

2 **Planning new restaurants**
Restaurant Trade Desk — LINE 2

3 **Plugs supplied, installation by the restaurant**
Your service note — LINE 3

4 **Sam runs all six fit-outs**
LinkedIn — LINE 1

5 **Net-zero target by 2030**
Sustainability report — NOT USED

TO Sam Ortiz

SUBJECT Plugs for your new kitchens

1 Hi Sam, 4

2 For your six new kitchens, our plugs switch off idle equipment to help manage running costs. 1 2

3 We supply the plugs; your team arranges installation. 3

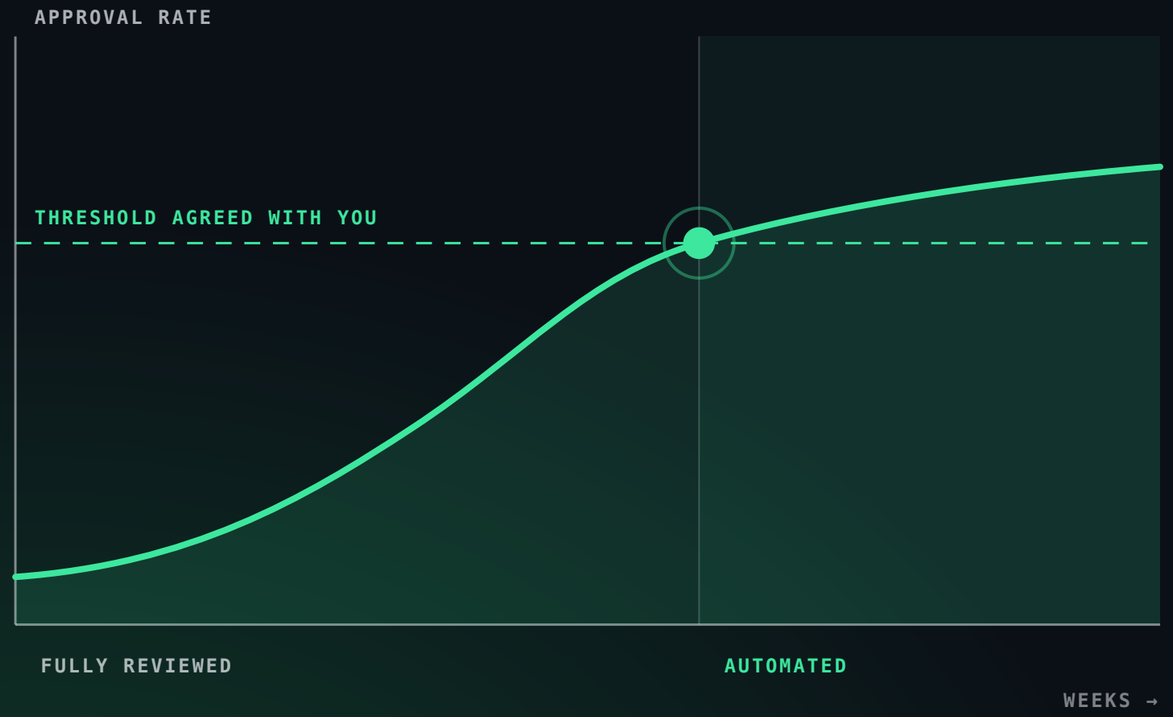
4 Shall I send the specification sheet? EDITED BY SALES

- Click any line to see the facts behind it, then edit, swap or remove them.
- Nothing sends until the reviewer approves.

06 · REVIEW

Your team reviews first. Automation is earned.

At the start, a person approves every draft. Once approvals pass a threshold you agree, that workflow switches to automated sending, and it keeps learning from every edit and reply.



01

Starts fully reviewed

A person approves every draft until the data says otherwise. LinkedIn is always approved.

02

Crosses the threshold

Once approval rates hold above the agreed rate, the flow can send unattended. If quality dips, it goes back to review.

03

Learns from every decision

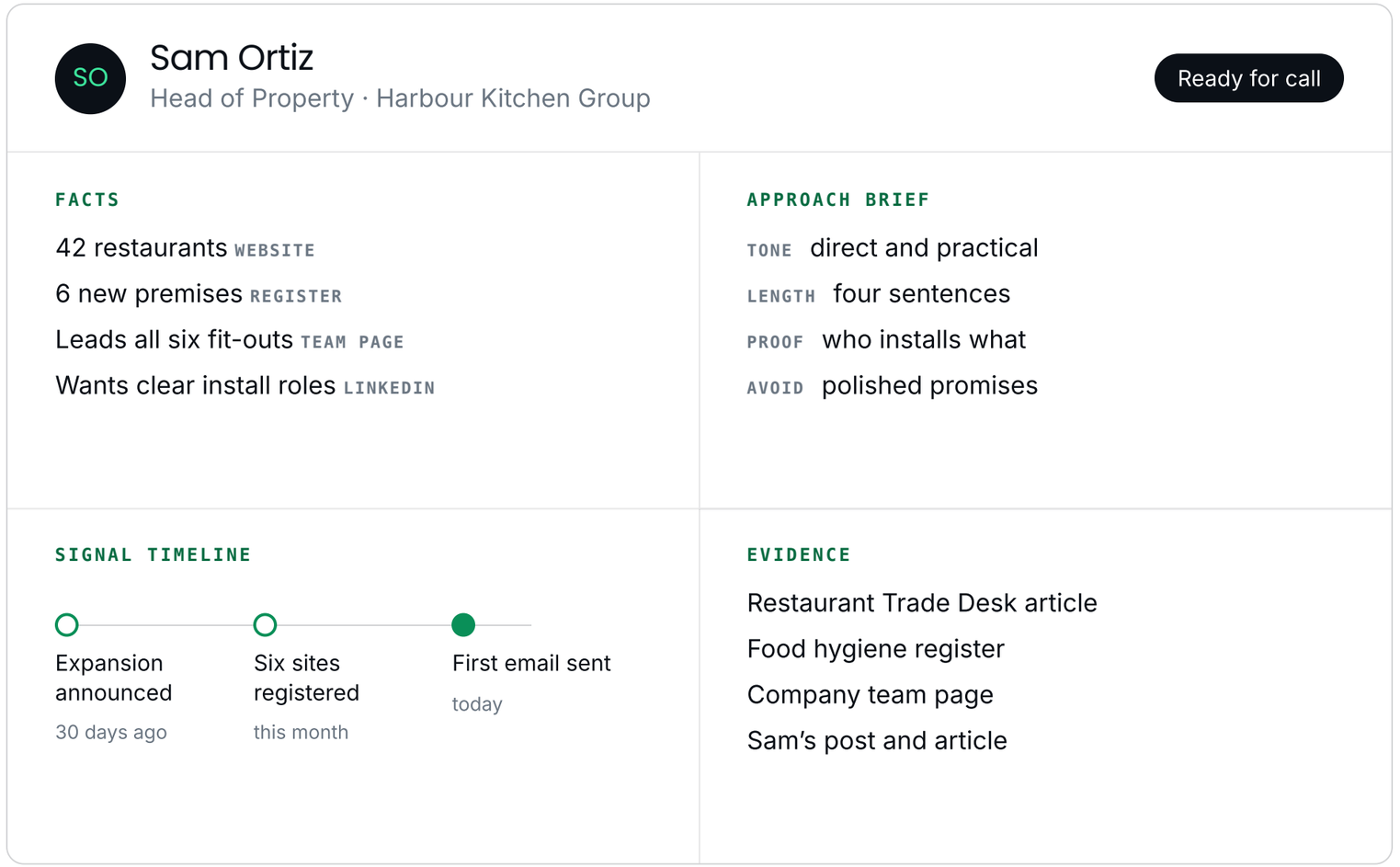
Approvals, edits, rejections and replies become good and bad examples, so drafts need fewer edits over time.

Reps walk in knowing everything.

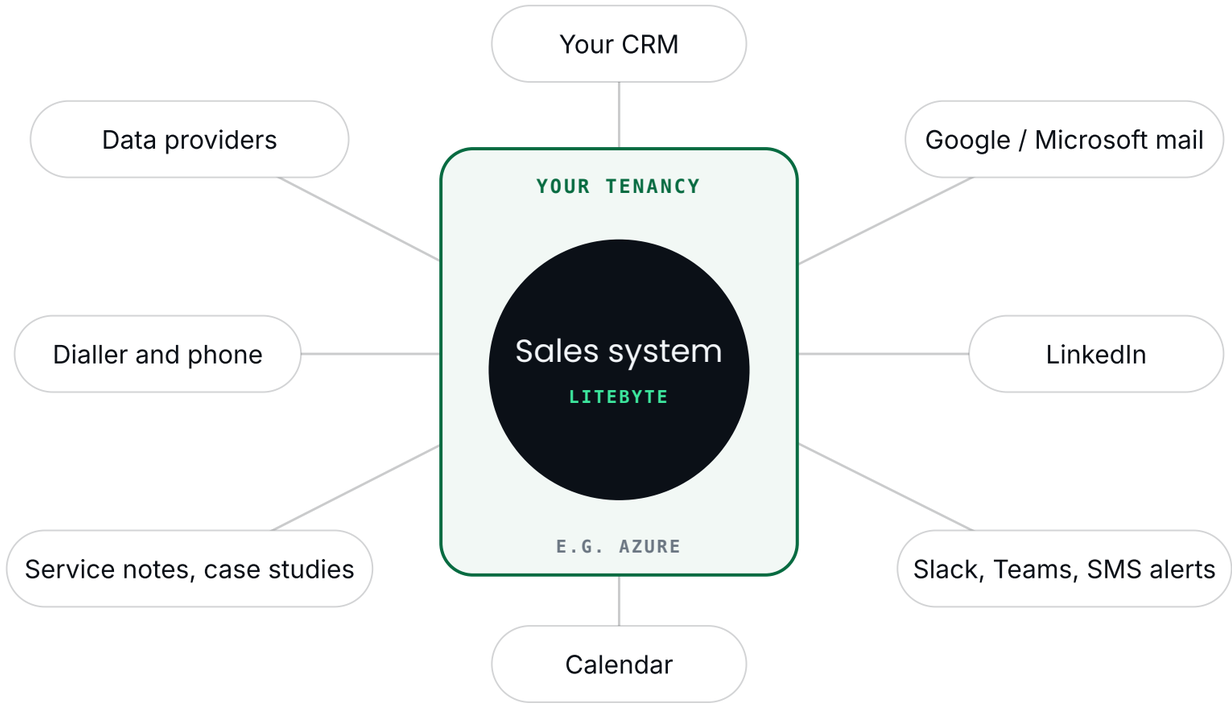
Every lead arrives with its full research: facts, dossier, approach brief, signal timeline and evidence.

It’s written back into the CRM your reps already use, so nothing lives in a separate tool.

SYNCED TO YOUR CRM



Deployed inside your walls.



DATA CONTROLS

- Role-based access
- Named sign-in
- No open database access for AI
- Suppression lists honoured first
- Raw research deleted at 30 days

CONNECT, DON’T REPLACE

On one client build, WooCommerce, SevenRooms and Mailchimp kept running throughout. We connected them rather than replacing them.

How we work together.

We start by mapping how your team works: who prospects, who approves, what you never say.

OUR PREFERRED MODEL

Monthly retainer

One flat fee covers the build, deployment and ongoing improvement: new workflows, new audiences, testing and tuning.

No large upfront invoice.

DEFINED SCOPE

One-off build

A clearly defined system, with fixed scope and a fixed price agreed in a written proposal before we start.

FLEXIBLE TEAM

Capacity for your team

We join your team meetings, start with one or two developers and scale up or down as the work changes.

IN EVERY ENGAGEMENT

- Scope and rates in writing
- Start small, with one workflow
- You own the code and IP
- Optional in-person training
- Check-ins three times a week
- Replies within one working day

We handle the sending infrastructure.

Outreach at volume needs its own setup, kept apart from your main domain. We take care of it.

YOUR DOMAINS · EXAMPLE

yourcompany.com	NEVER SENDS OUTREACH

SENDING DOMAINS

tryyourcompany.com	G G G G G	5 mailboxes
yourcompanyhq.com	G G G	3 mailboxes
getyourcompany.co	M M M M	4 mailboxes
yourcompany-mail.com	M M M M M	5 mailboxes
meetyourcompany.com	G G G	3 mailboxes

■ Google Workspace ☐ Microsoft 365 Mixed providers spread the risk.

WHAT WE SET UP

- Sending domains bought and set up
- Mailboxes created and warmed up
- SPF, DKIM and DMARC records
- Sending windows and daily limits
- Deliverability monitoring
- LinkedIn and phone set up alongside

From our own engine: 20 mailboxes, up to 30 sends each a day, 08:00 to 18:00 London time.

More outreach, and better outreach.

MORE VOLUME

15,000

leads a month at full capacity

Against roughly 8–15 researched messages per rep, per day by hand. A mailbox fleet and sending windows, with 40% of capacity held for follow-ups.

BETTER QUALITY

- A reason to write, right now
- Speaks to the person’s own concern
- Nothing invented, every claim sourced

Measured on positive replies per lead, with A/B tests on every flow.

NEXT STEP

Start with one audience and one workflow.

01

A focused call

Your audiences, your tools and how you reach buyers today.

02

A workflow design session

We map the steps, sources and review points for one audience.

03

A written proposal

Scope and rates in writing, starting with a small piece of work.