

What counts

Before anything is sent, you and Switchflow sign a one-page definition. A meeting counts as attended, and is billed, only if it meets all five rules below.

Client business

1

A decision-maker

Their job title is on the list you signed off, like owner, CEO, managing director or IT director.

Job titles

2

On your list

The business matches the target list you signed off.

Industries

Size

Area

3

Agreed to talk

They agreed to a conversation about your IT services.

4

New to you

Not a current client, and not in your CRM in the last 90 days.

5

They joined the call

That is what makes a meeting attended. If they don't show, or you miss or cancel it, it doesn't count.

You can reject a meeting
You can reject any meeting that breaks a rule within 3 business days of the call. Every rejection names the rule it broke, shows in your report and isn't billed.

Your side: tell us each meeting's outcome within 2 business days. If we don't hear back, it counts as attended and is billed.

For the client

Name and role

Signature

Date

For Switchflow

Julian Howard, founder

Name and role

Signature

Date