

SCALE PLAN • CLIENT GUIDE

# The Workflow Engine Installation

One revenue-critical workflow, mapped with your team, built for your business, and running with your people trained. This guide explains exactly what the Scale Plan installs, how the journey works, what is and is not included, and answers the questions clients ask most. Your final scope and fees always follow your signed proposal or invoice.

## Who this is for

Scale is built for an **ambitious business** with **one expensive leak**: a workflow everyone knows is bleeding money, but nobody has had the time or tools to fix properly. It fits two kinds of buyers: the fast-growing business drowning in its own growth, where ads work and the team drowns in manual follow-up, and the larger or public-listed company that wants a controlled first slice of AI transformation: one process, one team, about 90 days, proven before rolling wider.

- **One primary workflow is leaking**: appointments no-show, leads go cold between marketing and sales, quality drifts before managers notice, reorders never happen. The process runs on WhatsApp, spreadsheets, and memory.
- **The process lives in one or two heads**. Your best person knows the rules; nobody else does. When they are busy or leave, the workflow wobbles. And your team is big enough that change needs buy-in, not a memo.
- **You want visibility without becoming the operator**. Today you find out what happened by asking people. You want a screen that shows the leak, the rules, and the numbers, without you chasing.

Think of it as a ladder. **Guided Launch** is where you get a taste of what AI can do: one simple workflow, launched properly. **Scale is where you go deep**. Real AI transformation is much more than AI chatting and replying: it is a handful of core business processes that, run on AI well, stable, and scalable, change the game for your business. That work is deeper and highly customized, because every business's SOP and process is different, and often it is not even written down. That is why we build it **with** you, in a way that fits how you actually work: practical AI transformation, not a template.

## What we install

We do not sell expensive automation. We install fewer leaks, clearer rules, better visibility, and a workflow your team actually uses: process first, automation second, team adoption third. You choose one engine from the catalogue, or we design a custom one together:

| Engine                       | The pain it fixes                      | What gets installed                                                                  |
|------------------------------|----------------------------------------|--------------------------------------------------------------------------------------|
| <b>SOP / Quality Auditor</b> | Quality drifts before managers notice. | SOP working session, scoring rubric, conversation review, dashboard, coaching notes. |

|                                       |                                                   |                                                                              |
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| <b>Hiring Funnel Engine</b>           | Bad hires discovered too late.                    | Criteria session, scorecards, AI screening, candidate dashboard.             |
| <b>Connected Business Pulse</b>       | You see your numbers late, or in too many places. | KPI session, owner dashboard, alert rules, daily brief.                      |
| <b>Booking &amp; No-Show Recovery</b> | Paid leads and appointment slots leak.            | Booking flow, reminders, reschedule and recovery, branch dashboard.          |
| <b>E-commerce Lifecycle</b>           | Customers buy once and forget to reorder.         | Offer logic, recovery journeys, Shopify/ERP connection, lifecycle dashboard. |
| <b>Webinar Revenue Engine</b>         | Event leads followed up late and generically.     | Attendance/chat/CRM merge, lead scoring, hotlist, personalised follow-up.    |
| <b>AI Ads Control System</b>          | Spend keeps running while actions lag.            | Ad rules, guardrail dashboard, action logs, creative library.                |
| <b>Content Operating Engine</b>       | Content depends on one person remembering.        | Voice session, templates, approval board, publishing queue.                  |
| <b>Lead Research &amp; Routing</b>    | High-fit and low-fit leads look the same.         | ICP session, enrichment, scoring, CRM routing, reply brief.                  |

## What is included

| Included                                                                                                      | What it means for you                                                                                                                                                                |
|---------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Private AI Blueprint Builder Session:</b> a full working session with your team (1-on-1 or up to 5 people) | We do the heavy thinking with you: untangle how the process actually runs today and mark exactly where AI will pay off. You walk out with clarity most teams never get.              |
| <b>Your process map and AI value plan, in writing</b>                                                         | Your business, finally on paper: how the workflow really runs, the rules nobody wrote down, and precisely where AI creates the most value. Yours to keep, whatever you decide.       |
| <b>Custom dashboard / control surface, and the code is handed to you</b>                                      | Say goodbye to finding out what happened by asking people: one screen shows the leak, the rules, and the numbers, live. The code is yours, so nobody can hold your business hostage. |
| <b>Automation and integration build</b>                                                                       | The robot work disappears from your team's day: routing, scoring, reminders, and reporting, wired into the tools you already use.                                                    |
| <b>Training, handover, and rollout support</b>                                                                | We train your operators and managers until they run it confidently without us. No consultant dependency.                                                                             |
| <b>24 expert service hours</b>                                                                                | You point, we polish: our experts do the tuning and refining for you, as often as your hours allow. Worth RM24,000 at our published RM1,000/hour rate.                               |
| <b>30-Day First Win</b>                                                                                       | Proof before faith: your own data on a working dashboard within 30 days of your AI Blueprint Builder Session.                                                                        |

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| <b>Team Prompt Playbook + SOP pack</b>                       | The operating manual for the finished system: the prompts your team runs and the day-to-day steps around the new workflow. The blueprint designed the machine; this is how your team drives it. |
| <b>The 90 Days: Adoption Sprint ending in the ROI Review</b> | We carry the habit-building: weekly leak reports land with management automatically while your team settles in, and at day 90 we sit with your leadership and show what changed, in numbers.    |

**Investment: RM60,000**, excluding SST. Two payments: 50% on confirmation books your AI Blueprint Builder Session, 50% when your dashboard V1 is delivered. Your consultant will confirm current terms and any applicable incentives in your proposal.

## The journey: what you will see and feel at each stage

- **1. You claim your slot. You see:** your invoice, your session date, and a short preparation checklist; sessions are scheduled at confirmation, typically within 30 days. **You feel:** clear. Price, deliverables, and next step fixed.
- **2. Your business gets X-rayed.** The AI Blueprint Builder Session, 1-on-1 or with up to 5 of your key people. **You see:** your real process on one board, the rules and edge cases finally written down, the dashboard sketched together. **You feel:** heard, and aligned. Buy-in happens here, not after launch.
- **3. The plan becomes yours, in writing. You see:** exactly what will be built, in a blueprint you approve and keep. **You feel:** in control. Nothing starts until you approve.
- **4. First proof lands on your screen, within 30 days. You see:** the dashboard skeleton running with your own data, your leads, your numbers, on a real screen. **You feel:** momentum. Proof for you, ammunition for the skeptics.
- **5. The machine takes shape, without you building it. You see:** automation, integrations, and dashboard built to the blueprint while your team keeps selling; you test, we refine, hours logged transparently. **You feel:** involved, without carrying the work.
- **6. You judge it on real customers. You see:** the workflow running end to end on live conversations; you confirm it does what the blueprint says before rollout. **You feel:** certain. You checked it before go-live.
- **7. The keys are handed to you. You see:** dashboard V1 delivered (your second payment falls due here), your operators trained, and the code, playbook, and operating steps in your hands. **You feel:** ownership. This is yours now, not ours.
- **8. The numbers speak. You see:** weekly leak reports landing with management through the 90-day sprint, then a leadership sit-down where we measure what actually changed. **You feel:** the answer to the question you started with.

## Your questions, answered

### When can I have the AI Blueprint Builder Session and training?

We schedule it together at confirmation, around your team's availability and ours, usually within 30 days of your first payment. Because we install a limited number of engines per month, booking your slot early matters.

### Do I get the code for the dashboard you build?

Yes. The custom dashboard code is part of your deliverables and is handed to you at handover. It is built to connect with your ABC Sales AI system, which is where its data and automation come from.

### How many times can I tweak the AI or the dashboard?

As many tweaks as your 24 service hours allow. We do not count revisions; hours are the meter. Before any significant piece of work, we estimate the hours with you and proceed on your agreement, then log time transparently against your balance.

### **What exactly do you mean by "support"?**

During your engagement you get a dedicated private WhatsApp group with your assigned expert, priority handling (we aim to respond within one working day), and a monthly progress check-in. Support covers the installed workflow: questions, refinements, training, and optimisation through your service hours.

### **How long do my 24 hours last?**

We target completion within 3 months, and your project gets scheduling priority during that window. Unused hours stay valid while your account remains active and in good standing, scheduled around current priority projects.

### **Can I use the hours to build a second workflow?**

One installation covers one primary workflow: the one in your signed blueprint. Adjacent pieces needed for that workflow to function are included. A second major workflow (different rules, stakeholders, dashboard, or integrations) is scoped as its own installation, so it gets the attention it deserves.

### **What if I want changes after the blueprint is signed?**

Small refinements happen naturally through your hours. Changes beyond the blueprint go through a simple change request. We will tell you honestly whether it fits your remaining hours, needs additional approved hours (RM1,000/hour excluding SST), or deserves its own scope.

### **What happens after handover? Who maintains the dashboard?**

Three options: self-manage using your handover notes and operating steps; buy expert hours when you want help; or ask about our ongoing care plans for continuous maintenance, improvements, and priority support.

### **What if I stop my ongoing plan later?**

The dashboard code and blueprint are yours to keep, permanently. What stops is our maintenance and support. You can restart with expert hours or a care plan any time.

### **Is this connected to my software subscription?**

It is separate. Your ABC Sales AI subscription (including your message credits) continues as normal; this installation does not change it. The workflow we install runs on top of your subscription, so an active subscription is needed for the connected features to operate.

### **What does the guarantee cover?**

The Go-Live Promise: if you provide the agreed access, approvals, data, and feedback on time and a delay is caused by us, we keep working on the agreed minimum workflow without charging extra hours until it is live. It guarantees delivery; it is not a revenue, profit, hiring, or ad-performance guarantee. Full details are in the ABC Sales AI Refund Policy at [abcsales.ai](https://abcsales.ai).

### **Who pays for the venue and travel?**

Simple rule: whoever chooses the venue covers it. If we arrange the venue, it is included, and we will pick somewhere convenient for your team where possible. Online with full recording is always available.

## **Your role in the project**

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- Bring the right stakeholders to the AI Blueprint Builder Session: the people who actually run the process.
- Provide access, content, SOPs, data, and approvals on time.
- Nominate one operator and one decision owner.
- Test the workflow and give specific feedback during the build.
- Attend handover and use the operating instructions.

# Terms at a glance

| Term         | Detail                                                                                                                                                                                          |
|--------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Price        | RM60,000, excluding SST. SST added at the prevailing rate (currently 8%). Final fees follow your signed proposal or invoice.                                                                    |
| Payment      | Two payments: 50% on confirmation books your AI Blueprint Builder Session, 50% when your dashboard V1 is delivered. 0% card instalments up to 12 months available for eligible Malaysian cards. |
| Refunds      | Fees are non-refundable once paid; the Go-Live Promise protects your delivery. See the ABC Sales AI Refund Policy.                                                                              |
| Scope        | Your signed workflow blueprint. One primary workflow per installation.                                                                                                                          |
| Extra work   | Approved additional expert work at RM1,000/hour excluding SST, or as a quoted bundle.                                                                                                           |
| Hours        | 24 expert hours included; logged transparently; priority scheduling for 3 months; valid while your account is active and in good standing.                                                      |
| Deliverables | Workflow blueprint, dashboard code, prompt playbook and SOP pack, training materials, operating steps.                                                                                          |
| Acceptance   | UAT sign-off confirms the workflow matches the blueprint before rollout, subject to listed exceptions.                                                                                          |
| Credits      | Message credits are separate and follow your software subscription.                                                                                                                             |

This guide is a summary; the Scale Plan Service Agreement, your signed proposal, and the ABC Sales AI Terms of Service, Refund Policy, Privacy Policy, and Data Processing Agreement at [abcsales.ai](#) govern the engagement. All amounts are exclusive of SST unless expressly stated otherwise. ABC Sales AI, current as of 12 July 2026.