

SCALABLE AI PIPELINES FOR SALES TEAMS

Lead Generation Infrastructure.

Always-on AI pipelines that identify, enrich, qualify, and route the right prospects automatically – so your pipeline keeps growing even when no one is actively working it.



312+

QUALIFIED LEADS / MO

89%

LEAD MATCH QUALITY

2.8×

REPLY LIFT

98%

CRM SYNC

Your sales team should sell. Not sort spreadsheets.

Most sales teams spend more time finding and sorting leads than they do selling. Pipeline feels unpredictable because the system that feeds it is inconsistent - dependent on whoever remembered to send the sequence that week.

THE CHALLENGE

Manual prospecting breaks under volume

- ▶ Lists go stale and outreach is sent manually, one lead at a time
- ▶ Follow-ups get missed and the best prospects go cold
- ▶ The CRM is populated weeks late by someone working from a spreadsheet
- ▶ Inbound leads sit unrouted until someone checks a form or inbox
- ▶ Hiring more SDRs rarely fixes it - the problem is the missing system, not headcount

OUR SOLUTION

An always-on lead generation pipeline

We build Lead Generation Infrastructure - scalable AI pipelines that source prospects, enrich their data, qualify intent, run outreach sequences, and sync everything to your CRM automatically. Every part of the system runs without a manual trigger.

THE OUTCOME

Sourcing → enrichment → qualification → outreach → CRM routing, all automatic - and sales reps get only the leads worth their time.

WHAT TEAMS GAIN

3x

qualified lead output after replacing the manual prospecting motion

Hrs → Min

lead response time, so hot prospects are contacted while still warm

Most of the week

spent on conversations instead of research and data entry

The cost of Manual Lead Generation.

As sales targets grow, the manual steps that kept a small team going start breaking down under volume. Three things tend to happen at the same time:

SYMPTOM 01

Reps buried in research

Sales reps spend 40-60% of their week on research, list-building and data entry instead of conversations that close deals.

SYMPTOM 02

Slow, inconsistent outreach

Outreach goes out slowly and unevenly, so reply rates stay low and the best prospects go cold before anyone follows up.

SYMPTOM 03

Leads sit unrouted

Inbound leads wait until someone manually checks a form or inbox and passes them on - often days after first engagement.

WHY MORE SDRS NEVER FIXES IT

Hiring more SDRs to keep up rarely solves the underlying problem. The issue is not headcount - it is the absence of a system that runs the top of the funnel automatically and hands sales reps only the leads worth their time.

WHAT WE'RE SEEING

8-12 hrs

per week spent by sales teams on tasks that generate no direct revenue

Lost leads

without automated follow-up, the best prospects go to faster-moving competitors

Majority

of inbound and outbound leads scored and routed by AI without human review

45-75 days

typical payback through pipeline volume alone after automation

The full pipeline, from sourcing to **CRM entry.**

Every component connects directly to more qualified conversations and less time spent on work that should not require a person.

SERVICE 01

Prospect Sourcing & Lead Databases

Systems that build, refresh, and segment prospect lists continuously - so outreach always starts from a current, relevant list rather than a stale export.

- ▶ Automated sourcing from LinkedIn and intent data platforms
- ▶ Continuous list refresh and deduplication against your CRM
- ▶ Segmentation by industry, company size, role and buying signal

SERVICE 02

AI Lead Enrichment & Qualification

Enrichment that fills in missing data, scores each lead against your ideal customer profile, and flags high-intent prospects - so reps know who to prioritize.

- ▶ Automatic contact and company enrichment from multiple sources
- ▶ AI qualification scoring against your defined ICP
- ▶ Intent signal detection for high-priority prospect flagging

SERVICE 03

Outreach Systems & Sequence Automation

Multi-channel sequences across LinkedIn and email, with personalization driven by enriched data rather than a generic template.

- ▶ LinkedIn and cold email outreach automation
- ▶ AI-personalized messaging at scale from enriched prospect data
- ▶ Conditional branching based on opens, replies and engagement

SERVICE 04

CRM Routing & Follow-Up Automation

Every qualified lead created, routed, and followed up in your CRM automatically - no manual data entry, no leads falling through the cracks.

- ▶ Automatic CRM record creation and field population on qualification
- ▶ Routing rules that assign leads to the right rep or team instantly
- ▶ Automated follow-up triggers based on lead behaviour and CRM stage

POWERED BY Claude API · GPT-4 · LinkedIn Automation · Enrichment APIs · Cold Email Infrastructure · HubSpot · Salesforce · Custom CRMs

Why Collide wins.

Many agencies will run LinkedIn automation or send cold emails on your behalf. What's harder to find is a team that builds the full pipeline end-to-end - from sourcing through to CRM - with AI qualification in the middle, so the leads that reach your sales team are already worth their time.

CAPABILITY	COLLIDE SOLUTIONS	TYPICAL LEAD GEN AGENCY	IN-HOUSE BUILD
AI-powered lead qualification	✓ Built in by default	Manual or rule-based only	Rarely implemented well
Time to first qualified leads	2-4 weeks	6-10 weeks	Months, if at all
Full CRM sync and routing	✓ Automated end-to-end	Manual export / import	Depends on bandwidth
Ongoing access to builders	✓ Direct, no account layer	Routed through PM	Limited capacity
Cost vs. enterprise outreach vendors	✓ 40-50% less	Comparable or higher	Often underestimated

THE COLLIDE ADVANTAGE

- ▶ Execution-first mindset: a running pipeline, not a prospecting playbook
- ▶ Transparent pricing with month-to-month flexibility
- ▶ First qualified leads in 2-4 weeks vs. the 6-plus week industry standard
- ▶ Direct access to the people building your pipeline
- ▶ Success measured by qualified pipeline generated, not messages sent

TECHNOLOGY STACK

SOURCING & ENRICHMENT

LinkedIn automation, enrichment APIs, prospect database management

AI & QUALIFICATION

Claude API research & ICP scoring, GPT-4 personalization, hybrid rules + AI logic

OUTREACH & AUTOMATION

Deliverability-optimized email at volume, multi-channel sequences, HubSpot / Salesforce / custom CRMs

SECURITY & RELIABILITY

Domain warm-up, reputation monitoring, encrypted lead data, pipeline health alerts

Transparent tiers.

Month-to-month flexibility.

Clear deliverables at each level. All engagements include direct access to our team – no account layers, no lock-in.

TIER 1	MOST POPULAR	TIER 3
Starter ₹25,000 +/mo Perfect for a business moving from manual prospecting to its first automated outreach pipeline.	Growth ₹59,000 +/mo For sales teams ready to run a full multi-channel pipeline with AI qualification end-to-end.	Enterprise Let's Talk For organizations with large prospect universes, multiple sales teams, or compliance requirements around outreach.
▶ LinkedIn or cold email outreach automation (one channel) ▶ Basic lead enrichment and ICP qualification scoring ▶ CRM sync for qualified leads ▶ Monthly performance check-in	▶ Multi-channel outreach across LinkedIn and email ▶ AI enrichment, ICP scoring and intent-based prioritisation ▶ Full CRM routing and automated follow-up sequences ▶ Ongoing support with priority turnaround	▶ Scope and pricing defined after a working session with your sales and operations leads ▶ Multi-team routing and territory rules ▶ Outreach compliance requirements

GETTING STARTED

Start with one channel. Expand once the first results are in.

Every engagement starts with a short scoping call where we map your current lead generation motion, define your ideal customer profile, and identify which part of the pipeline is worth automating first. No requirement to commit to a full infrastructure build on day one.

2-4 weeks

to your first qualified leads

45-75 days

typical payback through pipeline volume alone

Month-to-month

flexibility, with no lock-in

READY WHEN YOU ARE

A pipeline that grows while you sleep.

Every part of the system runs without a manual trigger - sourcing, enrichment, qualification, outreach and CRM routing keep working even when no one is actively working them.

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HOW TO GET STARTED

Book a short scoping call - we'll map your current lead generation motion, define your ideal customer profile, and identify which part of the pipeline to automate first. Most clients start with a single channel and expand from there.



AI POWERED · GROWTH FOCUSED · HUMAN-CENTRIC

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