



DiverseCity

Where every service lives

BUSINESS DEVELOPMENT PILLAR

Fully Managed Sales & Growth Engine for Service-Based Businesses

A done-for-you sales department across freelance platforms, LinkedIn, and direct outreach — delivered by a dedicated team, for a flat monthly retainer.

OUR END-TO-END SALES ENGINE



Six disciplines, one coordinated system — run daily across every channel that generates work.



The Opportunity

Service-based businesses win or lose on one thing: a steady, predictable flow of the right clients. Yet most founders and consultants are pulled in every direction — delivering the work, running operations, and somehow finding time to sell. Sales becomes reactive, inconsistent, and dependent on whoever happens to have a spare hour.

DiverseCity's Business Development Pillar removes that bottleneck entirely. We become your outsourced sales department: a dedicated team that owns your presence across every channel that generates work — freelance marketplaces, professional networks, and direct outreach — and runs it as a disciplined, daily operation.

You focus on delivery. We keep your pipeline full.

One Retainer. A Complete Sales Engine.

Strategy · Profiles · Content · Outreach · Bidding · Reporting

How We Work With You

- **Dedicated partnership.** We onboard 4–5 service-based clients and treat each account as a fully managed sales operation, run by a dedicated team.
- **End-to-end ownership.** We manage every aspect of your sales presence — from platform profiles and personal brand to daily bidding, outreach, and follow-up.
- **Multi-channel by design.** We work across freelance platforms, LinkedIn, and warm channels simultaneously, so leads come from multiple directions, not one fragile source.
- **Fully accountable.** Every action is tracked and reported, so you always know what's working and where your next clients are coming from.



Channels We Manage

We build and operate your presence wherever your ideal clients are actively hiring or discoverable. Each channel is worked daily, not occasionally.

Freelance Marketplaces

Upwork Profile optimization, daily bidding, tailored proposals, and connect strategy to win high-value contracts.	Fiverr Gig creation, packaging, SEO optimization, and ongoing management to attract inbound buyers.
Wellfound Startup-focused positioning and applications to reach founders hiring for growth roles.	Indeed • Glassdoor & More Targeted applications and profile presence across additional job and hiring platforms.

LinkedIn — Our Specialty

LinkedIn is where decision-makers spend their time, and where a strong personal brand converts attention into conversations. We treat it as a core channel, not an afterthought.

LinkedIn Management Full account management — profile, activity, engagement, and inbox handled end to end.	Personal Branding Positioning you as an authority through a polished profile and consistent, high-quality content.
Outreach & Prospecting Targeted connection and messaging campaigns to open conversations with ideal-fit clients.	Content & Posting Written, designed, and scheduled posts that build visibility and inbound demand over time.

Warm & Direct Channels (Paid Pipeline)

Beyond platforms, we build a proactive pipeline through referrals and direct outreach — pitching your services where relationships and precision matter most.

Referrals Leveraging network and reference-based leads for warm, high-conversion opportunities.	LinkedIn & Email Personalized pitching to targeted prospects through professional channels.
WhatsApp Outreach Direct, conversational follow-up on a channel with high response and engagement rates.	Multi-Touch Follow-Up Consistent, structured follow-up sequences so no qualified lead ever goes cold.



What's Included — Full Scope of Work

Every engagement includes the complete operational toolkit below. Nothing is left to chance — profiles, content, bidding, and outreach are handled by specialists as one coordinated system.

Service Area	What We Deliver
Platform Optimization	Set up and continuously optimize every profile (Upwork, Fiverr, LinkedIn, Wellfound and more) for ranking, relevance, and conversion.
Resume & Portfolio	Customized, role-specific resumes and portfolios — including leveraging aligned portfolio assets that best match each opportunity.
Content Writing	Proposals, posts, profile copy, and outreach messages written to convert.
Design	Professional visuals for profiles, posts, and portfolio presentation.
Bidding	Daily, strategic bidding and applications across freelance and hiring platforms.
Outreach	Structured LinkedIn, email, and WhatsApp campaigns with disciplined follow-up.
Management & Posting	Day-to-day account management and consistent content scheduling across channels.
Optimization & Reporting	Continuous testing, refinement, and transparent reporting on pipeline and results.

Premium Tools & Subscriptions

To maximize win rates and reach, we deploy paid subscriptions and premium platform tools — giving your account priority access, greater visibility, and a competitive edge when bidding and prospecting for high-value opportunities. We recommend, set up, and manage every tool on your behalf.

Please note: Subscription and tool costs are billed to and borne by the client, separate from the monthly management retainer.

The retainer covers our team's strategy, management, and execution; third-party platform and subscription fees are passed through at cost.



Your Dedicated Team

Each engagement is powered by a team of specialists — not a single generalist. Every role owns a distinct part of the sales engine, so quality stays high across the board.

Role	Responsibility
Account Manager	Owens the relationship, strategy, and coordination across your entire account.
Account Executive	Drives day-to-day execution, opportunity tracking, and lead progression.
Outreach / Sales Specialist	Runs targeted outreach and follow-up across LinkedIn, email, and WhatsApp.
Upwork Bidder	Handles daily bidding and tailored proposals to win freelance contracts.
Personal Branding Expert	Builds and grows your LinkedIn presence, content, and authority positioning.

Team Structure

A clear reporting line keeps the account accountable: one manager owns the outcome, four specialists own the execution.



All five roles operate as one coordinated pod, reporting into your Account Manager.



Investment

A Full Outsourced Sales Department

full team, all channels, and management included

A complete sales engine for a fraction of the cost of a single in-house hire.

Flexible retainer pricing tailored to your engagement. Tool & subscription fees billed at cost.

Why DiverseCity

- **Flat, predictable pricing.** One flat retainer covers strategy, team, content, management, and reporting; tools are passed through at cost — no surprises.
- **A real team.** A coordinated team of specialists, not one overstretched freelancer.
- **Every channel, every day.** Freelance platforms, LinkedIn, and direct outreach worked together for a resilient pipeline.
- **Proven operating model.** Backed by DiverseCity's integrated Technology, Marketing, and Business Development model.

Let's Build Your Pipeline

Ready to hand off sales and focus on delivery? Reach out to us and let's talk.

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