Nocturne Dynamics

FREE B2B SALES PLAYBOOK

Find. Answer. Book.

The method we use to fill a B2B pipeline with qualified sales calls: where to find the right companies, how to reach them without burning your domain, and how to turn every inquiry into a booked call.

Nocturne Dynamics · nocturnearg@gmail.com · 2026 edition

START HERE

One system, three jobs.

Most B2B pipelines leak in one of three places. Fix them in order, or fix the one that hurts most first.

1. Find

Reach the right companies before they need you: a clear ideal client, clean contact data and personal emails that land in the inbox.

2. Answer

Reply to every inquiry fast, day and night, and ask the few questions that tell a buyer from a browser.

3. Book

Put qualified buyers on the calendar in the same conversation, and track every lead until it closes or is ruled out.

How to use this playbook

- Read it once end to end (about 20 minutes).
- Fill in the formula on page 2 and the worksheet on page 3, then use the checklist on page 12.
- Pick one part and run it for a month before changing everything at once.

Know what a slow reply costs you

Before you change anything, put a number on the leak. Use your own figures, not industry averages:

Revenue at stake per month =

inquiries per month × share answered late or never × share of inquiries that become clients × average deal value

Example only: 120 inquiries × 30% × 10% × USD 2,000 = USD 7,200 per month. Your numbers will be different. The same calculator is on our website and runs in your browser.

What this playbook is not

It's not legal advice and it doesn't promise results. Email and privacy laws apply to cold outreach; check the ones that apply to you. Everything here is what we actually do for our own pipeline and for clients.

PART 1 · FIND

Define who you want before you look.

A short, specific ideal client beats a big list. Write it down in one sentence: industry, size, region, average deal and the problem you solve.

Worksheet: your ideal client

Industry: _____ Size (employees): _____
Region / time zone: _____ Average deal (USD): _____
Who decides (titles): _____
The problem they pay to fix: _____

Signals that a company is a good fit right now

- A "Request a quote" or "Get a quote" form on the website.
- A contact form, chat or WhatsApp button, but slow replies or none after hours.
- They run Google or Meta ads, so they pay for leads that can go cold.
- A small sales team, or open roles for an SDR, receptionist or inside sales rep.
- No CRM, or leads tracked in spreadsheets and inboxes.
- A website with no clear offer or call to action.
- Customers across several time zones.

Signals to skip a company

- Low-ticket, high-volume offers, where ads usually work better than outreach.
- No capacity to take on new clients.
- Regulated data you are not set up to handle (for example, patient health data).

Start with one industry per batch. Compare reply rates between batches before you widen the net.

PART 1 · FIND

Where to find companies the big databases miss.

Sales databases are a good start, but they can be thin on small private companies. Public records fill the gap, for free.

Source (United States)	What it gives you	Watch out for
FMCSA motor carrier census data.transportation.gov	Name, address, phone, often email and up to two owners or officers. Includes any business that runs its own trucks, not only carriers.	Many emails belong to a permit agent or insurer, not the owner.
SBA PPP loan data data.sba.gov	Millions of small businesses with headcount, industry code (NAICS) and address.	From 2020–21: some companies have closed or moved. No contacts.
State sales tax permits e.g. data.texas.gov	Active businesses with trade name, address, NAICS and start date. Updated often.	No decision makers or emails.
State business registries e.g. data.ny.gov	Company name, formation date and registered address.	Officer fields are often empty.
SEC Form D filings sec.gov	Private companies that raised capital, with phone and named executives.	No emails. Many filers are investment funds.
Sales databases, Google Maps exports	Decision makers with titles and emails; local businesses with phone and website.	Cost per contact; check each tool's terms of use.

Combine, don't pick one

Use public records to find the companies, then a database or the company website to find the decision maker. A company that shows up in two sources is usually still active.

PART 1 · FIND

Clean the list before you send.

Bad data costs twice: wasted sends and a damaged sender reputation. Merge duplicates and check every email first.

Merging duplicates

1. **Same website domain:** same company, but only if the names look alike too.
2. **Same normalized name** (without Inc, LLC, Corp and punctuation) **and same state and ZIP code or city:** same company.
3. **Same phone number and a similar name:** same company.
4. **Never match on free email domains** (Gmail, Yahoo, Hotmail and similar). They don't identify a company.
5. **Never overwrite a field:** only fill in what's empty, and keep a note of where each piece of data came from.

Checking emails

Check	What it catches
Format	Typos and broken addresses.
Disposable domains	Throwaway inboxes.
Domain receives mail (MX record)	Domains that don't exist or don't accept email.
Generic inboxes (info@, sales@)	Addresses that rarely reach a decision maker. Keep them, but flag them.
Shared addresses	One email used by five or more different companies usually belongs to an agent, not the owner. Drop it.

What these checks don't tell you

Whether the specific mailbox exists. That needs a mailbox verification service. If you can't verify, send to smaller batches first and stop if bounces climb.

PART 1 · FIND

Sending rules that protect your domain.

Cold email works when it reads like one person writing to another. It breaks when it looks like a blast.

Infrastructure

- **Never send cold email from your main domain.** Use separate secondary domains and inboxes, so a problem there never touches the email your clients rely on.
- **Warm up new inboxes** before you send campaigns from them.
- **Send a few emails a day per inbox** and grow slowly. Spread volume across inboxes instead of pushing one.
- Plain text, no attachments, one link at most.

The law (United States, CAN-SPAM)

- Identify who is sending.
- Include a real postal address in every email.
- Offer a way to opt out that works, and honor every opt-out. Keep a do-not-contact list and remove those addresses from every future export.

Other countries have stricter rules for cold email. Check the ones that apply to the people you write to.

Don't sell lists

Collecting public business data to contact companies yourself is one thing. Reselling contact lists you didn't collect from the people themselves can turn you into a regulated data broker in some states, such as Texas. Ask a lawyer before you do it.

Writing rules for every email

One specific, personal reason for writing to that company. Short. One question. One call to action. No hype, no invented numbers.

PART 1 · FIND

A 4-email sequence you can adapt today.

Replace everything in [brackets]. If you can't write a real reason for email 1, that company isn't ready for the list.

EMAIL 1 · DAY 1 · THE REASON

Subject: [Company] + [their service]

Hi [First name],

I saw [Company] [specific, true detail: e.g. covers commercial cleaning across Dallas and asks for quotes through a form on the website].

We help companies like yours [the outcome: e.g. get more qualified calls with facility managers who need a provider].

Is that something you're working on this quarter?

[Your name]
[Company] · [Postal address] · Reply "no" and I won't write again.

EMAIL 2 · DAY 3 · THE PROBLEM

Subject: re: [Company] + [their service]

[First name], a quick question: when a quote request comes in at 9 PM on a Friday, when does it get its first reply?

If the honest answer is "Monday", the buyer has often talked to someone else by then.

Worth a 20-minute call to see where your pipeline leaks?

The sequence, continued.

EMAIL 3 · DAY 7 · THE OFFER AND THE RISK

Subject: a lower-risk way to try it

[First name], one more idea. [Your offer in one line: e.g. we set it up, you test it for 30 days with real inquiries, and you only pay the rest if you're happy with it.]

If it's useful, here's a time that works: [two specific slots]. Or reply with one that suits you.

EMAIL 4 · DAY 12 · THE CLOSE

Subject: should I close your file?

[First name], I haven't heard back, so I'll assume this isn't a priority right now. If that changes, reply to this email and we'll pick it up.

Rules for the sequence

- **Stop the moment someone replies,** positive or negative. Answer replies within the hour if you can.
- **One offer per batch.** Don't pitch three services in one sequence.
- **Track replies, not opens.** The number that matters is qualified calls booked per hundred emails sent.
- **Test one thing at a time:** the reason in email 1, or the subject line, or the industry. Never all three.
- **Honor every opt-out** immediately, across every list.

Handling the most common replies

"Send me more info" → two lines and a question: "Happy to. Is the bigger issue finding new clients or answering the ones who already reach out?"
"Not now" → "Understood. Mind if I check back in [month]?"
"Who are you?" → one honest sentence about what you do and why you wrote to them.

PART 2 · ANSWER

Answer first, day and night.

A buyer who asks for a quote often asks more than one company. The first useful reply sets the frame for the rest of the conversation.

Cover every channel

- List every place an inquiry can arrive: website form, chat, email, phone, WhatsApp, ad forms.
- Route all of them to one place, so nobody wonders who answers what.
- Decide who covers nights, weekends, holidays and trade-show days. If the answer is "nobody", automate the first reply.

What a good first reply does

1. Thanks them and uses their name and what they asked for.
2. Asks one or two questions to understand the need.
3. Tells them what happens next and when.

EXAMPLE FIRST REPLY

Thanks for reaching out, [First name]. To give you an accurate quote for [what they asked]: [question 1] and [question 2]? Once I have that, I can book you a call with our team for [today or tomorrow].

Measure it

Once a week, check two numbers: how long the first reply took (on average and at worst) and how many inquiries never got one. If you can't measure them, that's the first thing to fix.

PART 2 · ANSWER

Qualify with a few good questions.

Qualifying isn't an interrogation. Ask only what decides whether a call is worth both your times.

What you need to know	How to ask it
The need	"What are you looking to get done?"
Size or volume	"Roughly how much / how many, and how often?"
Timing	"When do you need it in place?"
Fit with what you do	One question about the detail that rules people out (location, minimum order, type of work).
Who decides	"Who else should be on the call?"

Write your criteria down

Agree with your team on what makes an inquiry "qualified", in writing: for example, inside your service area, above your minimum order and needed within 90 days. Whoever answers (a person or an assistant) uses the same rules.

When a person should take over

- The buyer asks for a person.
- A large or unusual request that needs judgment or pricing.
- A complaint, or an existing client with an issue.
- Anything the answer sheet doesn't cover.

The handoff should include a short summary, so nobody asks the buyer to repeat themselves.

Not a fit? Say so

A quick, polite "we're not the right fit, but here's who might be" protects your calendar and your reputation.

PART 3 · BOOK

Book the call in the same conversation.

Every extra message between "I'm interested" and a time on the calendar is a chance to lose the buyer.

Booking without back-and-forth

- Offer two specific times, or a booking link with real availability.
- Confirm in writing with a calendar invite that includes the context: what they asked, their answers and who will join.
- Send a reminder before the call, and an easy way to reschedule.
- If they don't show up, send one friendly message with two new times the same day.

Track every lead until it's closed or ruled out

Stage	Moves forward when...
New	The first reply was sent.
Qualified	It meets your written criteria.
Call booked	There's a time on the calendar.
Proposal sent	They have a price and a scope in writing.
Won / Lost	They decided. Record the reason when it's lost.

Each lead keeps its source (which campaign, form or ad), so you can see which channel brings in calls, not just leads.

Follow-up that doesn't depend on memory

Every open lead has a next step and a date. If a lead has no next step, it's lost; you just don't know it yet.

CHECKLIST

Your next 30 days

- [ ] Ideal client written in one sentence, with fit signals.
- [ ] First batch built from at least two sources, merged and checked.
- [ ] Separate sending domains and warmed-up inboxes. Postal address and opt-out in every email.
- [ ] A 4-email sequence with a real reason for each company.
- [ ] Every inquiry channel routed to one place, with nights and weekends covered.
- [ ] Qualifying criteria written down, and handoff rules agreed.
- [ ] Calls booked in the same conversation, with context in the invite.
- [ ] Every lead tracked by stage and source, reviewed weekly.

Want us to run it for you?

Nocturne Dynamics builds and runs this system for B2B companies. Prices in USD:

AI inquiry assistant: answers, qualifies and books 24/7	USD 990 + USD 149/mo
Lead generation: qualified calls on your calendar	Quoted per campaign
CRM setup, connected to the assistant	USD 1,000 + USD 300/mo
Conversion landing page, 5 changes per month	USD 400 + USD 60/mo

The assistant comes with a 30-day trial: pay 30% to start and the rest only if you're satisfied.

Book a 20-minute call: nocturnedynamics.com/book · WhatsApp · nocturnearg@gmail.com