

Torque

**How Torque makes your company
more money.**

With a lead engine. For B2B companies of 50 people and up.

In short

What Torque is	An AI agency for marketing and sales, built to make your company more money.
Who Torque is for	B2B companies of 50 people and up.
What we build	The Torque Lead Engine: an AI system for your sales team. The Lead Engine finds the companies that fit, researches each company, writes a first message worth replying to, follows up every lead that goes quiet, and hands the warm leads to your reps.
Tech stack	Your company's own accounts: the AI model that does the job best, such as Claude by Anthropic or OpenAI's GPT; email and calendar on Google Workspace or Microsoft 365; the code in a private GitHub repository. Connected to the tools your team already uses, such as your CRM.
Who stays in control	Your team approves every message.
Data and GDPR	Every Lead Engine is set up for GDPR: a legitimate-interest assessment before the first message, an opt-out in every message, a do-not-contact list that is always respected, and all data in your company's own accounts.
Who owns and runs the Lead Engine	Torque builds and runs the Lead Engine for you. Once payment is complete, your company owns the code and the Lead Engine.
How to start	A free 30-minute call, then the Torque Audit, then we build your Lead Engine.
Price	The Torque Audit: €2,500. The Lead Engine: from €15,000 to build. All prices exclude VAT and AI usage (tokens). Torque sets up and manages the AI accounts in your company's name; usage is billed to your company at cost, with no mark-up.
Contact	rich@torque.fyi



THE PROBLEM

Most leads go quiet after one email.

Source: Belkins, Sales follow-up statistics in B2B (2026 study), 7.5 million B2B emails sent in 2025. The first email had a 0.59% reply rate; 58.6% of all replies came from follow-ups.



THE PROBLEM

Every lead that goes cold is a deal your competitor can close.



THE PROBLEM

When your reps are buried in prospecting, research and follow-ups, leads go cold.



WHAT TORQUE IS

Torque is an AI agency for marketing and sales, built to make your company more money.



THE LEAD ENGINE

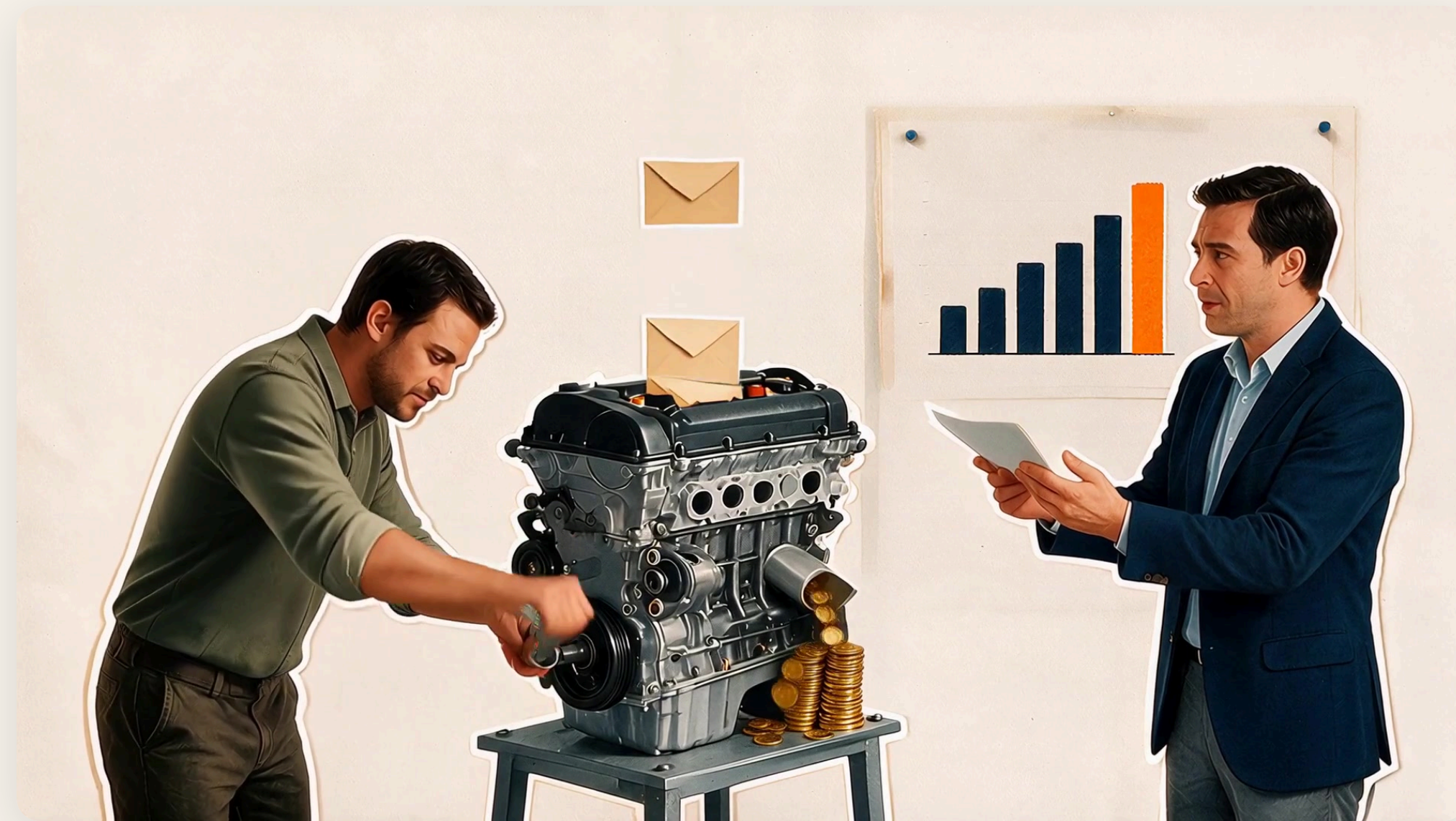
For your sales team, we build the Lead Engine: an AI system that finds the companies that fit, researches each company and writes a first message worth replying to.



THE LEAD ENGINE

The Lead Engine follows up every lead that goes quiet and hands the warm leads to your reps.

Your team approves every message.



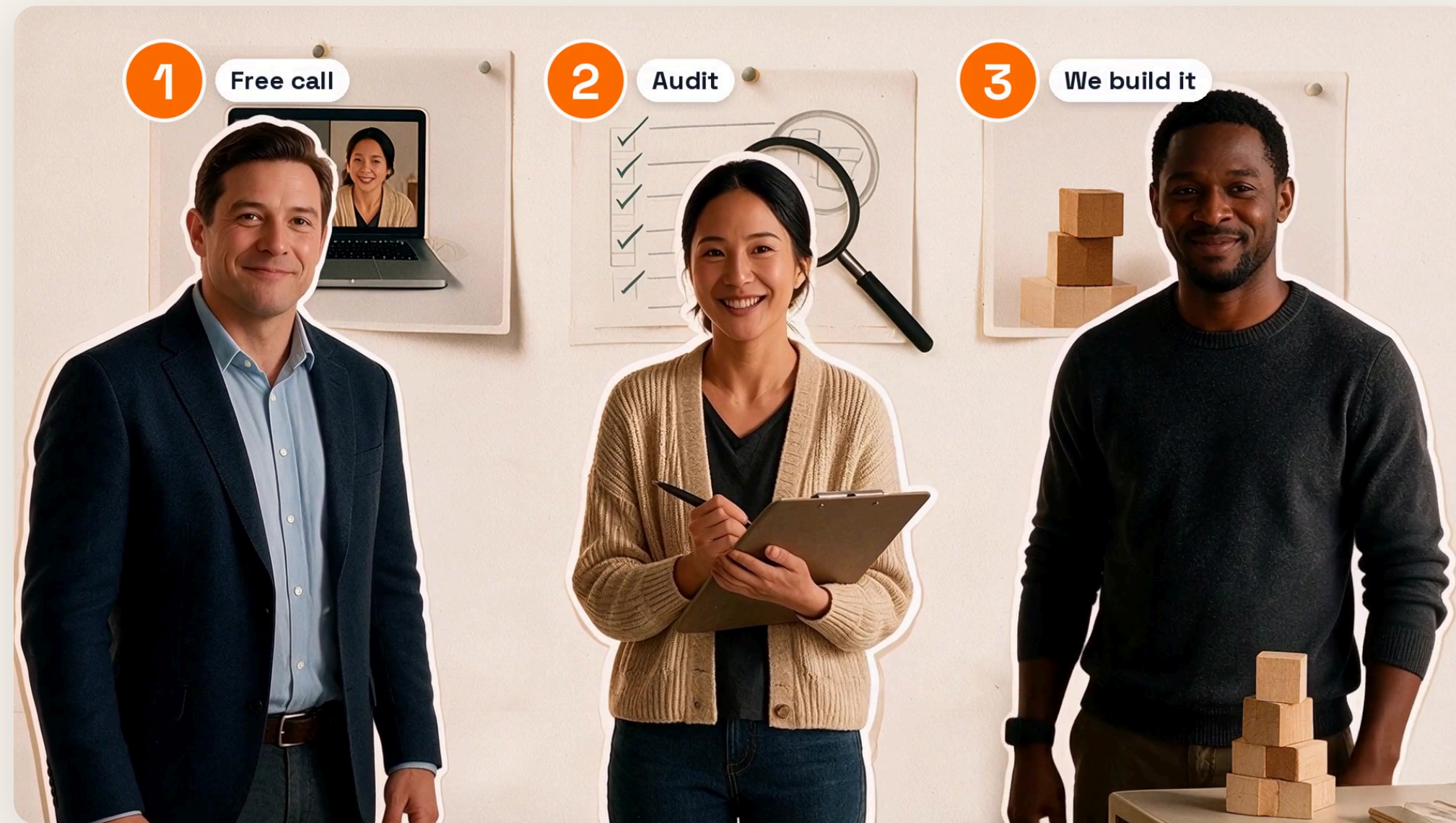
THE LEAD ENGINE

**Your Lead Engine works
for your sales team
around the clock.**



WHAT YOUR SALES TEAM GETS

More of the right prospects, every lead followed up, and more time closing deals.



HOW TO START

**A free 30-minute call,
then the Torque Audit,
then we build your
Lead Engine.**

What changes for your sales team

WITHOUT A LEAD ENGINE, REPS SPEND THEIR TIME ON

- Finding companies that fit
- Researching each company
- Writing first messages
- Chasing follow-ups
- Logging each step in the CRM

WITH THE LEAD ENGINE, YOUR REPS

- Approve every message before sending
- Talk to the warm leads
- Close deals

The Lead Engine does the rest.

WHO BUILDS, OWNS AND RUNS THE LEAD ENGINE

Torque builds your Lead Engine. Your company owns the Lead Engine. Torque runs the Lead Engine, and your reps get back to selling.

Once payment is complete, your company owns the code and the Lead Engine.

Tech stack for the Lead Engine

The AI models

Claude by Anthropic or OpenAI's GPT, whichever does the job best. Torque sets up and manages the account in your company's name; usage is billed at cost.

Email and calendar

Google Workspace or Microsoft 365. Messages go out from your own accounts; meetings land in your own calendars.

Your tools

Connected to your CRM and the tools your team already uses.

The code

A private GitHub repository in your company's name.

What the Lead Engine costs

The Torque Audit €2,500 · 2 weeks · before we build anything. **Free if you build with us within 30 days.**

THE LEAD ENGINE	BUILD, ONE-TIME	RUN AND TUNE	BUILD TIME
Up to 50 prospects a month, 1 market	€15,000	€2,000 a month	8 weeks
Up to 150 prospects a month, 3 markets	€25,000	€3,500 a month	10 weeks
Up to 300 prospects a month, 5 markets	€50,000	€5,000 a month	12 weeks

Prospect: a company that fits your ideal customer, researched and contacted. **Market:** a country or language you sell into. **Warm lead:** a prospect who replies with interest.

Run and tune is the monthly fee from launch, paid for the same reason as ads: growth. The Lead Engine works around the clock. Every week we review the results, sharpen the targeting and the messages, and switch to a better AI model when one appears. Your team approves what goes out.

Prices exclude VAT and tokens (AI usage). Torque manages the AI accounts in your company's name; tokens are billed to your company at cost, with no mark-up. Run and tune: 6 months minimum from launch, then month to month at the same price, with one month's notice. Build time is agreed in the Torque Audit, with a weekly update during the build. Prices as of October 2026. Current prices: torque.fyi/pricing

Questions buyers ask about the Lead Engine

Who owns the Lead Engine?

Your company, once payment is complete: the code, the prompts, configuration, files, brand voice documentation and runbook, in your own accounts. Torque's templates and methods stay Torque's.

Who runs the Lead Engine after launch?

Torque. The Lead Engine works around the clock. Every week we review the results and improve the targeting, the messages and the AI model. Your team owns the offer, the voice and the final yes.

What does your team do?

Decide priorities, share what only your company knows, and approve what goes out.

Who does the work?

Torque's founder joins every free call and every Torque Audit, and sets the direction of every build: a three-time CMO, with senior roles at Nike, Jordan Brand and Philips before that. Senior project managers and senior AI engineers build and run the Lead Engine. Your sales managers and IT work closely with us.

How does the Lead Engine handle GDPR?

A legitimate-interest assessment before the first message, an opt-out in every message, a do-not-contact list that is always respected, and all data in your company's own accounts.

Questions buyers ask about money and risk

What does Claude or GPT cost to run, and who pays?

The cost depends on volume and model; the Torque Audit gives you an estimate first. Torque sets up and manages the AI accounts in your company's name, and usage is billed to your company at cost, with no mark-up.

How do payments work?

50% to start, 50% on delivery. No work starts before the first payment. Run and tune is billed monthly from launch.

What if the first results are slow?

We keep tuning the targeting, the messages and the timing, and fix what breaks. Both are part of Run and tune.

Who are Torque's clients?

Torque started in 2026. Torque is part of Richeness Media, which since 2018 has helped 50+ clients with brand strategy, digital marketing, social media, websites and e-commerce.

Torque

Book a free 30-minute call at
torque.fyi

For B2B companies of 50 people and up · Torque is part of Richeness Media, which has served 50+ clients since 2018.

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