

US LIAISON · SCOPE & COMMERCIAL TERMS



An accountability contact, not your delivery manager.

Backed and Managed include a named US liaison. Their job is to **own the buyer relationship in writing** and join the calls where trust is won or repaired. They never run your team. This document defines that boundary exactly, along with the commercial terms that follow from it.

THE LIAISON DOES	THE LIAISON DOES NOT
<ul style="list-style-type: none"> ✓ Owns the buyer relationship in writing, with a business-hours email SLA. ✓ Joins pitch, kickoff, escalation/recovery, and milestone-gate calls. ✓ Sends expectation-setting and milestone-gate comms so buyers feel covered. ✓ Acknowledges escalations in writing and convenes a recovery call within 48 hours. 	<ul style="list-style-type: none"> ✗ Run daily standups, sprint planning, backlog grooming, or status calls. ✗ Hire, fire, or manage your engineers, designers, or PMs. ✗ Invoice the client, handle contracts, or become a party to the agency-client deal. ✗ Replace your project manager or delivery lead. Delivery stays yours.

Why the boundary matters. A liaison who joined every routine call would destroy margin and blur accountability. Bounding coverage to high-leverage moments keeps the US presence affordable and keeps your delivery ownership intact.

Core responsibilities

Pitch & kickoff calls	Joins the first client calls to set expectations, explain the vetting relationship, and anchor the engagement.
Escalation handling	Receives written escalations from the buyer and routes them to the right agency principal, with a response SLA. A recovery call is convened within 48 hours.
Milestone-gate calls	Attends binary go/no-go checkpoints to confirm deliverables are accepted before the client releases payment.
Expectation-setting memos	Sends the week-one comms, the single most predictive artifact for avoiding disputes.
Monthly summaries	A short status note to the client per engagement.

Two products with different cost curves

A named US person joining every call doesn't scale. So accountability is split along its real cost curve, and each side is priced honestly.

ALWAYS-ON · ASYNC · POOLABLE

The standing trust signal

Reachable by the client by email with a business-hours SLA. Handles escalations and the comms the buyer feels continuously. Async load is bursty and thin, so one liaison carries a book of accounts. Included in Backed and Managed.

ON-DEMAND · LIVE · METERED

The high-leverage moments

Live presence only where the deal is won or saved. One covered call equals one credit. Each tier includes an allotment, with overage available as call packs.

COVERED: PITCH KICKOFF ESCALATION / RECOVERY MILESTONE GATE EXCLUDED: STANDUPS
ROUTINE STATUS PM COVERAGE

Success fees

A percentage of **first-year contract value**, charged only on deals we actually move. Attribution is encoded at intro time, not negotiated after the fact. For comparison: closed-lead programs typically take 35 to 40%.

ATTRIBUTION	DEFINITION	BACKED	MANAGED
prevouched_sourced	Intro originated from the directory "Request an intro" flow or a Prevouched referral.	12%	10%
liaison_assisted	Agency-sourced lead where a Prevouched liaison materially participated in closing. Per contract.	4%	3%
agency_sourced	No Prevouched involvement. Clean.	0%	0%

- Charged once, on the signed first-year contract value. No renewals, no expansions.
- Attribution is stamped at intro time and cannot be re-negotiated after close.
- Invoiced to the agency on deal close-won. We never invoice the client.
- **Verified tier carries no success fee. Ever.**

Live-call allotments & overage

TIER	INCLUDED / MO	OVERAGE
Verified	None	n/a
Backed	2 covered calls	\$500 / call
Managed	5 covered calls	\$350 / call · priority scheduling

- Covered means pitch, kickoff, escalation/recovery, or milestone gate. One credit per call.
- Unused monthly credits do not roll over. The allotment resets on the first of the month.
- Overage is billed monthly in arrears, itemized by call and buyer.

Why higher tiers pay less per deal. The success fee is the marginal cost of a deal we helped move. Managed already pays \$5,000/mo for a senior contact and a larger call allotment, so the marginal contribution per deal is smaller. Backed carries a lighter retainer, so the per-deal fee is higher. The same logic applies to overage calls: Managed is bulk pricing.

Questions on terms?

prevouched.com/terms
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