



SALESDRIVER FIELD GUIDE #08

The \$99 Sales Stack Replacement Checklist

A practical worksheet for deciding what the new SalesDriver Platform could consolidate - and what should stay specialized.

Do not replace software because the price is attractive. Replace it when the workflow gets simpler without losing a capability that matters.

Use this guide to:

- Map current subscriptions against SalesDriver capabilities.
- Find obvious consolidation candidates.
- Create a safe migration order instead of a rip-and-replace event.

Built for operators, sales leaders and reps who want fewer disconnected tools and better buyer context.

New \$99 SalesDriver Platform: B2B data, CRM, email + LinkedIn outreach, email verification, company visitor identification, personalized landing pages at scale, AI, automation and 100+ mini tools.

What the \$99 platform is designed to cover

- B2B company and contact data
- CRM and pipeline
- Email outreach
- LinkedIn outreach
- Email verification
- Company visitor identification
- Personalized landing pages at scale
- AI and automation
- 100+ mini tools for smaller sales and marketing jobs

This checklist is intentionally conservative

A category match does not automatically mean feature-for-feature parity with a specialized product. The question is whether your actual workflow needs the specialized depth you are paying for.

Replacement matrix

Category	Current tool	Monthly cost	Must-have features	SalesDriver candidate?	Decision
B2B data				☐ Yes ☐ No ☐ Test	
CRM / pipeline				☐ Yes ☐ No ☐ Test	
Email outreach				☐ Yes ☐ No ☐ Test	
LinkedIn outreach				☐ Yes ☐ No ☐ Test	
Email verification				☐ Yes ☐ No ☐ Test	
Visitor identification				☐ Yes ☐ No ☐ Test	
Landing page personalization				☐ Yes ☐ No ☐ Test	
AI / writing				☐ Yes ☐ No ☐ Test	
Automation / workflow				☐ Yes ☐ No ☐ Test	
Small utility tools				☐ Yes ☐ No ☐ Test	
Reporting / analytics				☐ Yes ☐ No ☐ Test	
Other				☐ Yes ☐ No ☐ Test	

The keep / test / replace decision

Decision	Use when
KEEP	The specialist has depth, compliance, workflow or integration value you genuinely use.
TEST	SalesDriver appears to cover the job, but you need to validate the exact workflow with real users/data.
REPLACE	The current tool is mostly duplicative and migration risk is low.
KILL	The tool is barely used or the job should not exist at all.

Migration order

- 1 Start with low-risk duplication. Verification, small utilities and lightly used point tools are usually easier to test first.
- 2 Then test execution workflows. Email/LinkedIn outreach and landing-page personalization need real campaign QA before cutover.
- 3 Move system-of-record functions deliberately. CRM and historical data require mapping, ownership and rollback planning.
- 4 Keep specialists where depth matters. Consolidation is valuable only when it does not damage a critical workflow.

Savings worksheet

Tool	Current monthly	Decision	New monthly	Monthly savings
TOTAL				

Before cancelling anything

- Export any data you need to retain.
- Document automations and integrations tied to the tool.
- Verify reply routing, ownership and permissions.
- Test critical workflows with a small user group.
- Confirm historical records remain accessible.
- Check contract dates and cancellation terms.
- Run old and new systems in parallel briefly when the failure cost is high.

The point

The \$99 price is attractive. The bigger opportunity is reducing fragmentation. A cheaper stack that still forces reps to reconstruct accounts manually is not much of an improvement. Consolidate around shared context, then keep specialized products only where they earn their place.