

How we build and run a department in 14 days.

The four steps, the four practices, what we measure, and what it costs. Written so a business owner can read it in ten minutes and know exactly what happens next.

From strategy call to a documented department.

Most companies hire one person at a time and hope. We build the desk, staff it, and write down how it runs, so it keeps running.

1

Strategy call

Twenty minutes. We write the job description together: what the role does, what it owns, and what a good month looks like. If you are building a whole department, we map every seat in it.

2

Your short list

Within days you get candidates, each with a Loom introduction, a resume, and a SANI score. Pick the way you would shop: one person or a whole team, side by side.

3

Meeting mode

Tell us who you want to meet. We set the interviews and keep going until you find the one. You never sit through a stack of resumes.

4

Start, onboard, document

They start. We onboard them inside your systems, greenfield or brownfield. Then we write the department's first SOPs with your team and you, so the way it runs is agreed and written down from day one.

Most teams start in 14 days from the strategy call. Every hour is tracked in ARA and reported daily.

— THE FOUR PRACTICES

What a firm like ours actually does.

The world's largest firms sell strategy, technology, and operations as one service. This is that, for growing companies.

01 Strategy and design

We map the workflow, write the frameworks and the step by step guides, and set the targets before anyone starts.

02 Technology

SAI (sales CRM), SANI (hiring), and ARA (activity reporting). Our own software, installed and set up around how you work.

03 Operations

Trained operators run the department inside your systems, led by a team leader who owns the result.

04 Measurement

Every task tracked, every day reported, every month tied to revenue. Better data, better decisions, back to you.

— WHAT WE MEASURE

01

Calls and messages

How many people we reached.

02

Replies

How many wrote back or picked up.

03

Meetings booked

How many landed on the calendar.

04

Showed up

How many actually came.

05

Money collected

What the chain was worth.

Every day through ARA. Every month from your team leader, in plain language, with the raw numbers behind it.

— WHAT IT COSTS

One monthly price. Every hour reported.

No placement fee. No long contract to get started. Every hour is tracked and reported through ARA. Software is priced separately.

Small business

\$800 / month

Up to 60 hours a month of support on a flexible schedule. Tracked.

Operator

\$1,500 / month

Up to 60 hours every two weeks of operator support and availability.

Executive

\$2,500 / month

160 hours a month of managed talent support, with a team leader who knows your SOPs. We write the SOPs and run the department.

Department

Custom

A whole department designed for you: strategy, workflows, SOPs, and the people to run them.

Software on its own: SAI from \$49.99 a month, SANI \$97 a month, ARA 2,000 pesos a month. Calls and texts run through Twilio at cost.

Next step: the strategy call.

stafflyhq.ai

Twenty minutes. No pitch deck. We tell you honestly whether we can help. hello@stafflyhq.ai

Version 1, September 2026. This playbook evolves as the model does. Nothing in it is a guarantee of results; it is how we work.