



Zero Token Labs

SOVEREIGN AI INFRASTRUCTURE

• PRODUCT OVERVIEW

The Drafting Room.

An AI system that reads the prospect's website, reads your Salesforce account history, and drafts the message that situation actually calls for — first touch, live negotiation, or win-back.

Runs on your hardware. Your CRM data never leaves the building.

01 · THE PROBLEM

Your CRM already knows what to say

Every message worth sending is a join between two things: what's true about the prospect right now, and what's true about your relationship with them.

The first lives on the internet — their website, their size, their operating model, the gaps a firm like theirs tends to carry. The second lives in Salesforce — every call, every objection, every stalled deal, every reason you lost, every note a rep typed at 6pm and never looked at again.

A rep writing an email performs that join by hand, from memory, under time pressure. At low volume they do it well. At any real volume they stop doing it at all — and the message goes out generic. Or worse, it goes out with **the wrong posture entirely**. A cold-open pitch lands in the inbox of an account with a live deal in late stage. A "great to meet you" goes to a customer who churned nine months ago over a pricing objection nobody re-read.

That isn't a personalization failure. It's a context failure — and it's the one that costs deals.

What breaks first

Two systems

The website and the CRM record — joined by hand, from memory, every single time.

18 months

Of account history sitting in Salesforce that never makes it into the message.

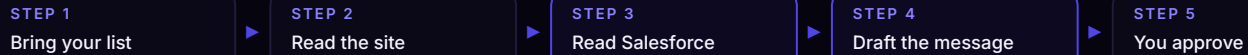
Wrong posture

Cold pitches sent into open deals. Win-backs sent as first touches.

02 · THE PIPELINE

How the Drafting Room works

You bring the list. The Drafting Room reads the outside world, reads your CRM, works out which situation you're actually in, and writes the message that fits it — then hands it to you to approve.



01

You bring the list

Upload your list — firms plus the contacts you're targeting at each one — from whatever source you already use. No new data vendor, no rip-and-replace. The Drafting Room reads your list; it doesn't try to rebuild it.

02

Reads the firm's website

Establishes the outside view: what the firm does, how it operates, and the specific operational gaps a practice of that size and type tends to carry — manual intake, no client portal, spreadsheet-driven tracking.

03

Reads Salesforce

Takes the domain from the contact's email address, matches it against your Salesforce account domains, and pulls the whole relationship: open opportunities and the stage they're in, closed-lost and churned deals and **why** they died, next steps, close dates, owner, and every note and comment on the account. Read-only, inside your perimeter.

04

Drafts the message

Chooses the posture the situation calls for — first touch, live follow-up, or win-back — and writes to it. Every draft lands in a review queue: you approve or edit, then export straight into Instantly, Smartlead, or whatever sequencer you already run. The Drafting Room does the research and the writing; the send decision stays yours.

OPTIONAL · CUSTOM LIST BUILDING

No list yet? Engage Zero Token Labs separately to build a custom data scraper for your target vertical. Scoped and quoted as its own project, not bundled into the Drafting Room.

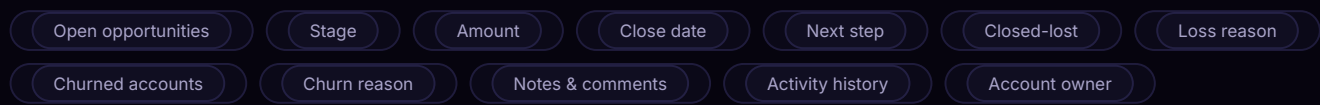
03 · THE CONTEXT LAYER

What Salesforce tells it

The email domain is the key. It resolves to an account, and the account resolves to a history. That history is what decides whether you're writing a pitch, a follow-up, or a second chance.



Read from the account record



The posture is chosen for you

What Salesforce says	Posture	What the message does
No account, or no confident match	First touch	Cold open, built entirely on what the website reveals about their gaps.
Open opportunity in the pipeline	Live follow-up	Written to the stage the deal is actually in — picks up the last note and the agreed next step instead of restarting the conversation.
Closed-lost or churned	Win-back	Reopens against the reason it died. What has changed since is the argument — not a fresh pitch to someone who already said no.
Closed-won, no open opportunity	Expansion	Speaks to an existing customer as an existing customer, against what they don't have yet.

THE RULE · CONTEXT INFORMS, IT NEVER APPEARS

Your loss notes are the most candid text your company owns. They shape the posture and the argument — they are never quoted, paraphrased, or hinted at in the message that goes out. No prospect is ever told what your CRM says about them.

UNMATCHED IS A RESULT, NOT A GUESS

Free-mail domains, subsidiaries, rebrands, and duplicate account records all break naive domain matching. Below the confidence threshold the Drafting Room does not guess: the contact is treated as a first touch and flagged unmatched in the review queue.

04 · THE MATH

Three ways to send five hundred messages

We'll be direct about the alternatives, because you already know them. You can hire more SDRs. You can buy an enterprise AI sales platform. Or you can run this on your own hardware. Each one works. They cost you different things.

Dimension	More SDRs	Cloud AI sales platform	The Drafting Room
Reads your CRM history	From memory, under time pressure	Yes — in their cloud	Yes — inside your perimeter
Where your loss notes go	Nowhere. They stay put.	Uploaded to a third-party vendor	Nowhere. They stay put.
Cost model	Salary, ramp, turnover	Per seat, per credit, per token	Flat rate, on hardware you own
Cost at 10× the volume	10× the headcount	Scales with usage	Unchanged
Requires their data, their sequencer	No	Usually — that's the business model	No. Your list, your stack.
If you stop paying	—	The pipeline stops with it	The hardware is still yours
Human review before send	Yes — and it's the bottleneck	Optional, and often skipped	Required, and it takes seconds

THE HONEST VERSION

The enterprise platforms are good, and they are not cheap. If you are comfortable sending your CRM to a vendor and paying for pipeline by the seat, buy one. The Drafting Room exists for the teams who aren't — because their clients are privileged, their data is regulated, or their margin doesn't survive a per-seat bill that grows every quarter.

None of this claims AI replaces a sales team's judgment, relationships, or closing instinct. It doesn't. What it replaces is the research-and-drafting bottleneck between "we have a target list" and "we have five hundred messages that each know exactly who they're talking to."

05 · SOVEREIGN, AND YOURS

This is why it runs on your hardware

Nobody needs sovereign AI to write a cold email. The moment the model reads your CRM, that changes completely.

Your Salesforce notes are the most candid text your company owns. Champion left. They thought we were overpriced. Legal killed it over the DPA. Procurement is stalling and the sponsor has gone quiet. That is your negotiating position, your loss patterns, and your customers' internal politics — written down, in one place, in plain English.

Every cloud AI sales platform requires you to send that off-premise to a third party in order to use it. That is not a footnote in their architecture — it is their architecture. And it is precisely the transfer legal and security teams exist to prevent. The Drafting Room reads your CRM **inside your perimeter**, on hardware you own. Nothing leaves.

ON YOUR INFRASTRUCTURE

Bare-metal, on-premise, priced flat rather than metered. No per-seat, per-contact or per-token bill that grows with your pipeline. You're not renting access to a black box.

READ-ONLY, LEAST PRIVILEGE

The Salesforce connection is a scoped, read-only integration user. The Drafting Room reads the account record. It never writes to your CRM, and it never sends on your behalf.

WHERE THIS IS NOT OPTIONAL

For a law firm, the account notes are adjacent to privileged matter. For a medical practice, they brush against PHI. For a fund, they are the position. These are the teams for whom "our vendor is SOC 2" was never a sufficient answer — and the reason they have watched the AI sales category from the sidelines.

WHO THIS IS FOR

Revenue teams with a real CRM history and more accounts than hands, where the difference between a good message and a damaging one is whether the sender remembered what happened last time — and where the data that makes the message good is data you cannot hand to a vendor.



• GET IN TOUCH

Every message, in context.

Point it at a sandbox of your Salesforce and a slice of your target list. We'll run a sample batch so you can see the drafts — and the postures it picked — before you commit to anything.

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