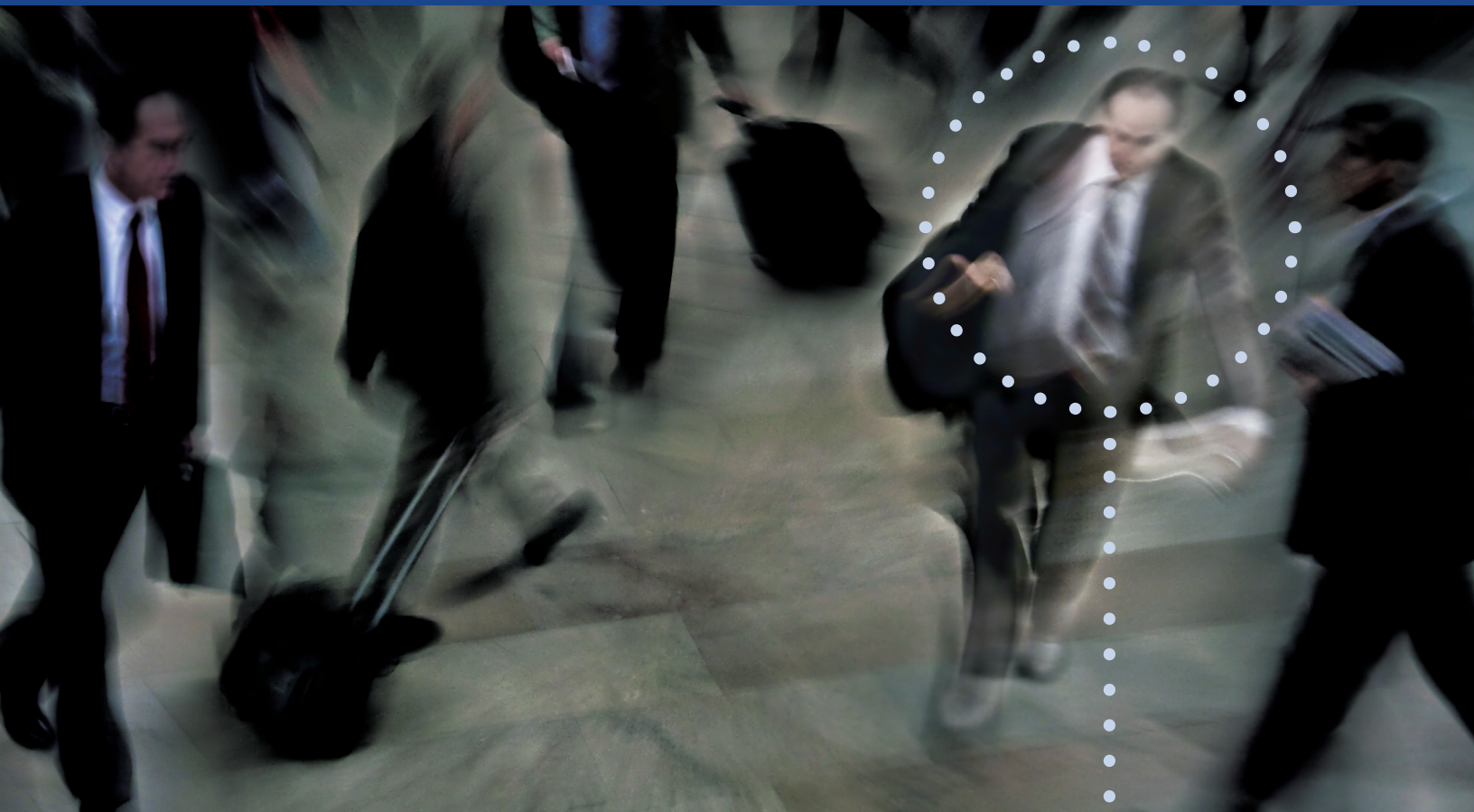


# BAO Advanced Demand Generation



Every single day, technology buyers make purchasing decisions. Imagine you knew where all those buying cycles were. Imagine you knew the buyers' pains and business drivers. Imagine you knew exactly which individuals were responsible for making the final decision. And then imagine you had immediate access to those exact executives.

Sound like nirvana? For BAO Clients, it's the reality.

Companies are investing in technology and services to create a competitive advantage and build tougher, more profitable businesses. What you need to know is who they are and how to find them fast. Because while many are aggressively investing, others are not. The key to your success as a sales or marketing executive is to understand where that divide lies:

- > Is it according to vertical?
- > Is it based on geography?
- > Does the answer lie in company size — organizations with a certain number of employees or amount of annual revenue?

## With ADG, you get a true blueprint of your market.

The truth is, while those segments may give you clues, they don't provide the answer. To understand who is buying when, you have to talk directly to the companies you want to target. You need to understand the buying behavior and the business drivers behind these companies. Then, you have to deliver a message that tackles those business drivers head-on. Last but not least, for the targets that present the most pressing opportunities, you need to act immediately. It all comes down to three simple words — identify, segment, attack.

All easier said than done, right? Not if you've teamed with BAO.



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# BAO Advanced Demand Generation

## Taking You from 30,000 Feet to the Street

Providing a “street-level” view of your market is something only BAO can deliver with our Advanced Demand Generation (ADG) service. While other firms give you the 30,000-foot perspective — size of the market, vertical segmentation, technology trends, etc. — BAO brings you real-time, actionable data and insight from inside the companies you’re targeting so that you can win more deals faster. For example, we tell you:

- > Which companies are buying today, in six months, in 12 months, or not at all;
- > Which companies are using competitive products — and why they like those products, or not;
- > What these companies have defined as their strategic IT initiatives for the year;
- > What their buying cycles look like and who is involved in the decision-making process; and
- > What criteria will ultimately govern their decisions?

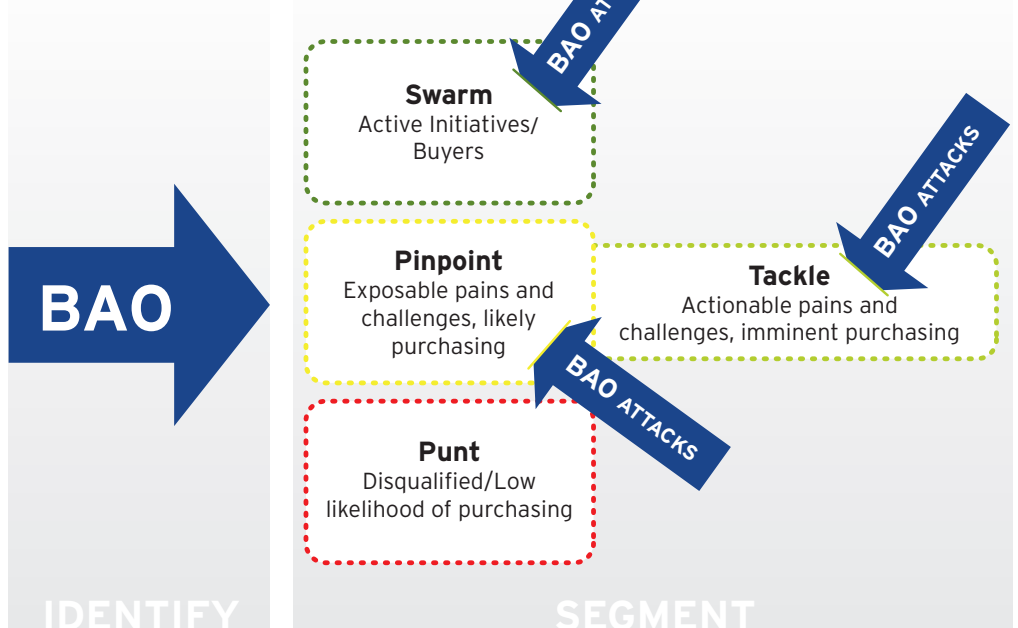
And we don’t stop there. Once we’ve identified and segmented your market, BAO then helps you attack it. As we uncover immediate opportunities during the discovery process, BAO’s ADG service takes it to the next level and uses that information to schedule in-person meetings between your sales team and the target prospect, so that you don’t lose any time turning potential deals into real pipeline and revenue.

Identify, segment, attack — that’s what we do.

### DEMOGRAPHIC LEAD GENERATION



### BAO'S ADVANCED DEMAND GENERATION



Most companies adopt a “one size fits all” sales and marketing approach (left). They market and sell to all the companies in a given market as if they were the same, with the same buying cycles, business drivers, and infrastructure requirements — with lackluster results. BAO’s Advanced Demand Generation service (right) is the only one of its kind that lets you segment a given market at the most granular levels. We help our Clients identify, segment, and attack right down to the individual companies — and drive more immediate pipeline than ever thought possible.

## Map Your Market – And Then Attack It

With ADG, you get a true blueprint of your market, a detailed breakdown of the audiences that make up that market — including their pain points, vulnerabilities, and priorities — so that you know exactly whom to go after at what time and with which message. More importantly, you get the resources that can act on that information immediately to capitalize on opportunities as we uncover them in real time.

For example, we can tell you which companies are about to embark on virtualization projects and when, what criteria matters most to them in the selection process, and which vendors they are currently considering. And if the opportunity meets your sales criteria, we can even set an appointment for your sales team to begin a qualified sales cycle. Simply put — we can help you fill your pipeline with deals that have the highest proclivity of closing sooner.

That's the power of ADG. We can map the market according to the criteria that will best help your organization identify, segment, and prioritize whom to go after and when. This is not a high-level market report; rather it reflects the elements and characteristics that matter most directly to you.

For marketing executives, ADG is equally as impactful. All too often, marketing organizations find themselves spending enormous amounts of budget, resources, and time issuing mass campaigns with the hope that they will “stick” — that the right person somewhere will hear the message and respond. The problem is the message is often too generic to have an impact on the target individual, if they even see it at all. As a result, budget goes to waste and countless opportunities are missed in the process.

ADG changes all of that. It gives you an in-depth understanding of your market — the segments, the business drivers, the buying behavior — before you engage. It ensures that every dollar and resource you invest targets exactly the individuals you want to reach via campaigns featuring customized messages that resonate. For example, we can tell you which competitive products are installed across your prospects and whether those organizations are satisfied with the deployments — and why. Imagine it: you can then respond with personalized messaging that directly attacks those pain points. With ADG, you eliminate the possibility



## BAO brings you real-time, actionable data and insight from inside the companies you're targeting.

of ineffective, “one-size-fits-all” marketing and, instead, ensure that every marketing communication and program reaches your most strategic prospects with laser-like precision — and talks in language that means something.

This is why high technology's biggest names turn to BAO to help them define and conquer their own respective markets, quarter after quarter, year after year. We help them build their pipelines with real deals they can close now.

### Get Started Today

For more information about BAO's services, contact us at (781) 323-7000 or [info@baoinc.com](mailto:info@baoinc.com).

### About BAO

BAO is the technology industry's premier provider of pipeline-generation services. Clients ranging from the world's largest technology and services companies to smaller innovators rely on BAO to shatter revenue targets, identify and seize buying cycles and new market opportunities, optimize sales operations, and even “save” quarters. With services ranging from market profiling and opportunity identification, to appointment-setting and lead qualification, BAO has filled the sales pipelines of hundreds of technology companies with billions of dollars of opportunities. Founded in 1997, BAO is based in Burlington, Mass., and can be found on the World Wide Web at [www.baoinc.com](http://www.baoinc.com).