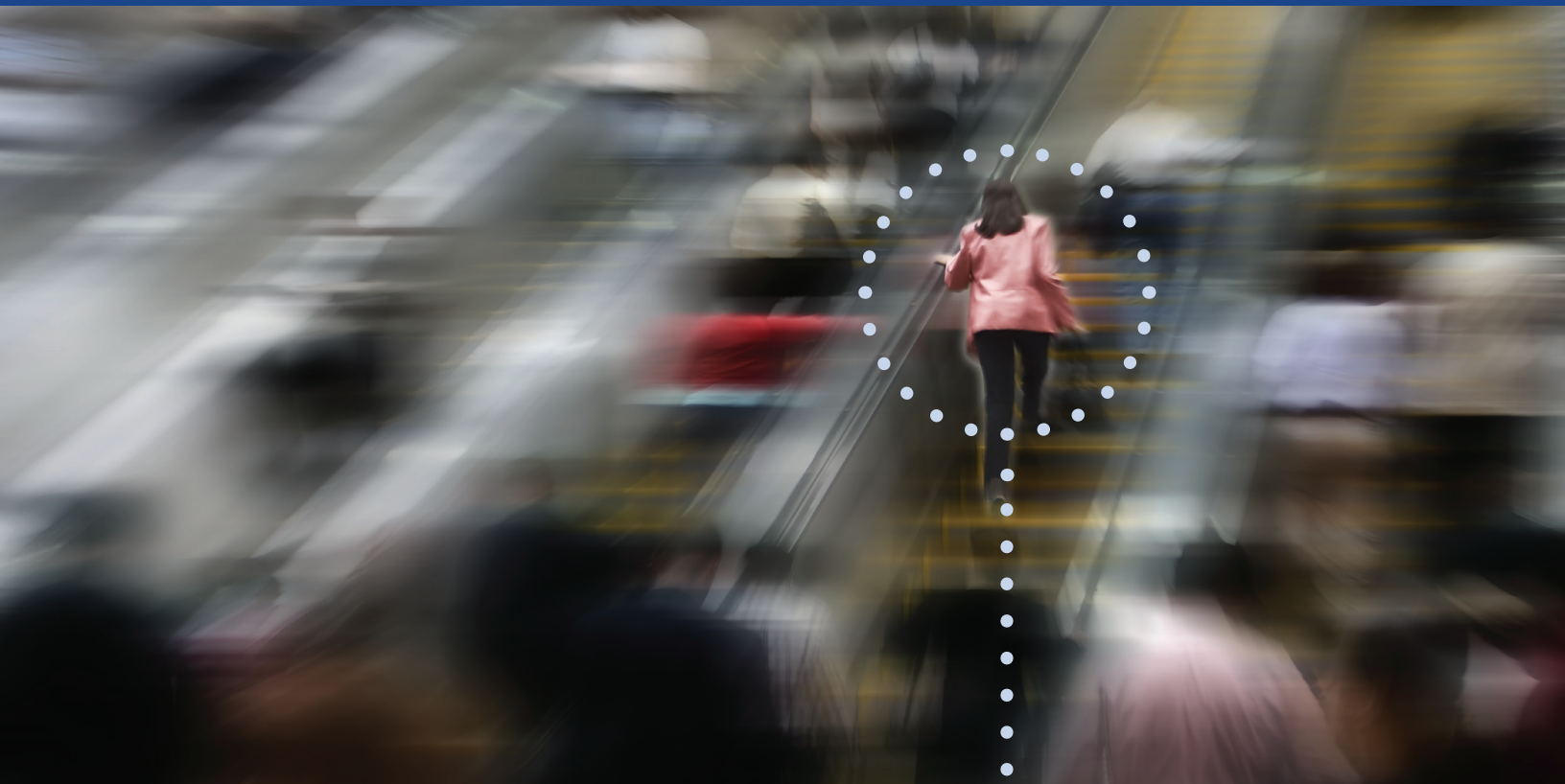


BAO Appointment-Setting



BAO creates \$7.8 million of pipeline for our Clients every day.

Since 1997, Clients have relied on BAO's Appointment-Setting services to beat quarterly sales revenue targets and there's no secret as to why. 55 percent of our secured meetings are converted into pipeline opportunities — the best success rate in the industry by a large margin.

We have secured more than 175,000 qualified sales meetings to date for our high tech and services Clients of all sizes. And that number is growing every day. Our Clients know that for every dollar they feed into the BAO machine, \$30 in new pipeline comes out the other side. It's that impressive return that keeps our Clients coming back.

We are committed to the success of your company. As we say at BAO, your pipeline is our lifeline — because pipeline is all we do.

Unrivaled Pipeline Generation

Being in the right place, at the right time, with the right decision maker is a sales nirvana — when key elements are ideally aligned to close the deal. But, let's face it, turning opportunities into revenue does not happen by chance. The organizations that have the greatest sales success make it a

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point to know who the decision makers and influencers are, and then get in front of those contacts faster, more often, and with better preparation than the competition.

In the fast-paced world of sales, the catchphrase "time is money" really does ring true. You want to make sure that your precious resources are consistently teed up with high-quality selling opportunities. At BAO, we understand that simply securing an appointment is not enough. In order to benefit from predictable pipeline management, you need access to key executives — quickly and repeatedly — and that's exactly what we do for Clients, day in and day out.



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BAO Appointment-Setting

Thanks to our massive up-to-the moment database and long history targeting Executive audiences, we know how to get you in front of the individuals who matter most to your sales cycle. You walk into the room with confidence — knowing that you are in the right place, at the right time — and ultimately, you close more business.

When it comes to securing meetings that convert into pipeline, we have the best record in the industry. Nobody else comes close.

A Disciplined, Proven Approach

Appointment-Setting is where we started and we've been jump-starting sales cycles ever since. We have a quality team and methodology in place to deliver the caliber of pipeline opportunities that Clients have come to trust.

Our seasoned professionals understand the pain points of the buyer and the seller because we've been there. Our team is composed of individuals who you would be proud to have on your team. We understand the urgency of getting your organization in front of your top prospects. That urgency drives our performance every day.

Our Inside Sales Representatives make an average of 175+ highly targeted calls daily to uncover selling opportunities for our Clients, and we maintain a database of 1.7 million contact names. Whether you are breaking into a new vertical or trying to win over the biggest of the big, we make your job easier by getting you in front of the people who are most likely to impact your pipeline — in the enterprise, mid-market, Public Sector, and everything in between. Your must-win accounts are our top priority.

Get Started Today

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



We create **\$7.8 million**
of pipeline for our
Clients every day.

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.



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