

BAO Lead Qualification



**For every dollar
fed into the BAO
machine, \$30 comes
out the other side.**

It's a story as old as the IT sector itself. Marketing spends dollars and resources generating leads and suspects via trade shows, e-mail marketing, direct mail, whitepaper downloads, and countless other programs, only to find that those inquiries end up sitting in a pile or in a lead queue until they are stone cold. Their marketing investment, not to mention their creativity, hard work, and countless hours were simply wasted. Plus, the lack of follow-up makes it impossible to determine whether the campaign was effective and should be replicated.

In the meantime, the sales team – who is already overscheduled with customer visits, deal management, prospecting, and relationship-building – gets frustrated because they lose time combing through these “leads” only to find there are actually no leads at all. They end up calling down a list of contacts that are just collecting information, tirekickers, or represent companies that don't fit your target profile. In response, sales tries to save time by “cherry picking” those names that look the most interesting and then abandon the rest, potentially leaving behind a goldmine of opportunity in the process.

Both sides have valid frustrations. The question is – how do you fix it?

Very simply, you turn to BAO. We have the expertise, the infrastructure, and the resources to help you follow up on all your leads, suspects, and inquiries in real time. Most importantly, we help you mine those hard-earned contacts to understand which ones:

- > Meet your sales qualification criteria;
- > Hold a potential opportunity;
- > Should be returned to marketing for ongoing nurturing; and
- > Should be removed from the database.

With BAO Lead Qualification, you achieve your most fundamental sales and marketing objectives – you leverage your marketing investment with timely and intelligent follow-up, and you preserve the precious time of your sales team while identifying qualified opportunities for them to close. Not to mention the fact that you gain a sizeable competitive advantage, as you follow up before your competitors do.

Get a Better Return on Your Marketing Investment

You spend a lot of money generating those leads – but if nobody picks up the phone to qualify them, that investment is not yielding the results that it could, nor does it help you understand whether the program is a good investment to make in the future. And given that leads grow cold literally by the hour, you really can't afford to waste any time.



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BAO Lead Qualification

BAO Lead Qualification ensures that you never have to deal with that again. You can turn your inquiries over to us – we'll qualify them based on your unique criteria, and then we'll turn over vetted and qualified leads to the sales team. Everyone wins, and you end up with exponentially more pipeline in the process.

BAO Lead Qualification is also helpful in channel environments, where both vendors and channel partners alike run demand generation programs for and with their partners. The service provides them with a level of qualification that ensures the partners are delivering and receiving only good quality leads for follow-up. This reinforces the relationship and helps to motivate either side to reinvest in the partner's marketing initiatives again in the future.

It's All About Getting You Pipeline Faster

Even at the front end of the sales funnel, your ability to find qualified leads more quickly will dictate how fast you can build sustainable pipeline. And this is something we do better than anyone else. So whether you're looking for regular, ongoing follow-up on white paper downloads from your Web site, or a point-in-time project mining all of the booth inquiries from the year's biggest trade show, our team is well-prepared to identify the potential opportunities that lurk within those contacts.

Our inside sales reps make an average of 175+ highly targeted calls daily, so we can serve as your inside sales team or augment your existing team to make sure those contacts – no matter what the quantity – get followed up on immediately. This is exactly why, for every dollar our Clients feed into the BAO machine, \$30 comes out the other side. We care for our Clients' pipelines as if they were our own – and that's how we exceed expectations every time.

Get Started Today

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



**We build sustainable
pipeline better
than anyone else.**

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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