

BAO Opportunity Identification



We offer **insight** that you simply cannot get anywhere else.

There are thousands, even millions of technology buyers out there. They may be experiencing a pain, looking to take advantage of a market opportunity, executing a corporate-mandated strategy, or even just trying to spend some remaining budget for the year. But whatever the circumstances, the bottom line is that they are looking for a solution to purchase today.

For you, the vendor, the question is simple – how do you find all this potential business before it goes to your competitor? With all the deals to close, leads to call, partners to coordinate with, forecasts to deliver, and a host of other professional demands, how do you find the time to investigate and truly understand which prospective accounts have a budgeted project either today or in the future? How do you know where to focus?

That's where BAO comes in. We take on all the heavy-lifting required to research and navigate your most strategic accounts and then provide you with the detailed insight into the current state of those companies and

their technical infrastructures. We'll help you determine where there are immediate opportunities on which you can follow up now. And we'll help you understand which accounts are most likely to present opportunities in the future, so that you can spend more time nurturing the business, generating awareness, and building the relationship before your competitors do.

It's insight that you simply cannot get anywhere else, and it's why Clients turn to us again and again to create a pipeline rich with opportunities and generate revenue faster than ever before.

At BAO, your pipeline is our lifeline – that's all we do, and nobody does it better.

The Power of Prospecting Backed by Real-time Intelligence

We need to find out who has the pain we address. We are losing deals to the competition because we don't know about them. We are wasting time talking with the wrong people, or even the wrong companies. Sound familiar? If so, you're not alone. We hear this repeatedly from organizations that turn to BAO for help.



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BAO Opportunity Identification

BAO's Opportunity Identification services take prospecting to a completely new level. We give you the customized, real-time intelligence you need to prioritize your sales and marketing efforts so that you can focus on the companies and the segments with the most substantial – and most immediate – opportunities.

How does Opportunity Identification work? Simply put, together with you, we define the list of accounts your company wants to target and then we go to work – calling live into each organization, interviewing influencers and decision-makers, and, ultimately, delivering you a real-time snapshot of each account. Those snapshots include information that is relevant to your organization and, most importantly, that highlights who among those prospects are buying today.

Nobody Does It Better

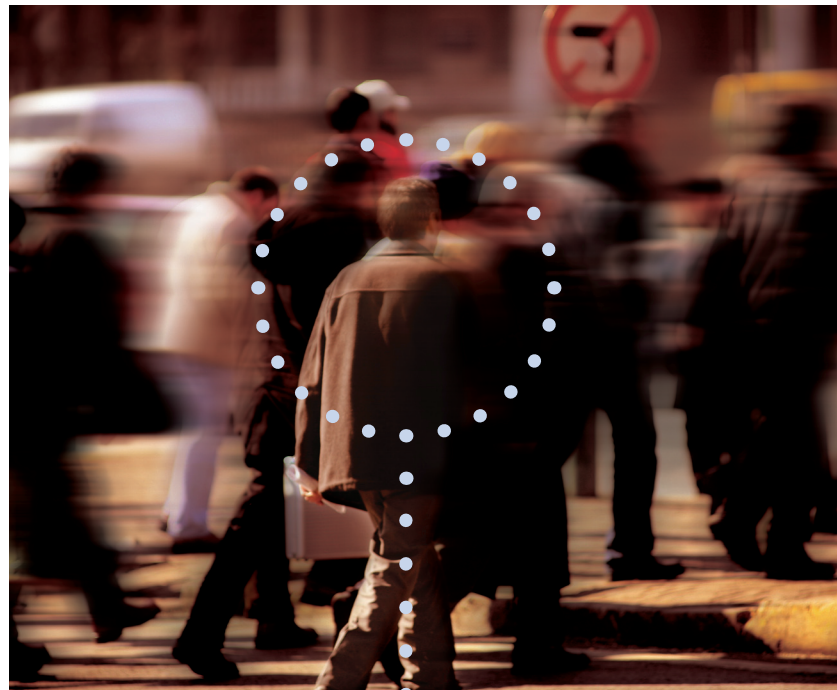
There's a reason why our Clients keep coming back quarter after quarter – they know we can find the deals! BAO's team of highly seasoned, market research specialists have a long and very successful track record mining into major enterprises, carriers, government agencies, and academic institutions, and they know how to navigate their way to the right individuals and then capture the information that will best help you understand and prioritize the urgency of the opportunity.

BAO maintains a database of 1.7 million contact names at 180,000 organizations. We pride ourselves on knowing who the right buyers are because we're actively in contact with these unique businesses, hospitals, government agencies, and schools, so we can identify real opportunities backed by real insight. We can tell you which competitive products are installed; who's spearheading buying decisions; what organizations' purchasing plans are six, 12, and 18 months out; and the list goes on and on.

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 services, contact us at (781) 323-7000 or info@baoinc.com.



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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 Andover, Mass., and can be found on the World Wide Web at www.baoinc.com.



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