

# 52:1 ROI WITH BAO

## APPOINTMENT-SETTING SERVICES

### CASE STUDY: ARCOT SYSTEMS

At BAO, Clients rely on us to know who the decision makers and influencers are, and then to get them in front of those contacts faster, more often, and with better preparation than the competition. Below is example of how one organization turned to BAO's Appointment-Setting services to generate high-quality selling opportunities, benefitting from predictable pipeline management and closing deals faster and more often than ever before.

### The Challenge

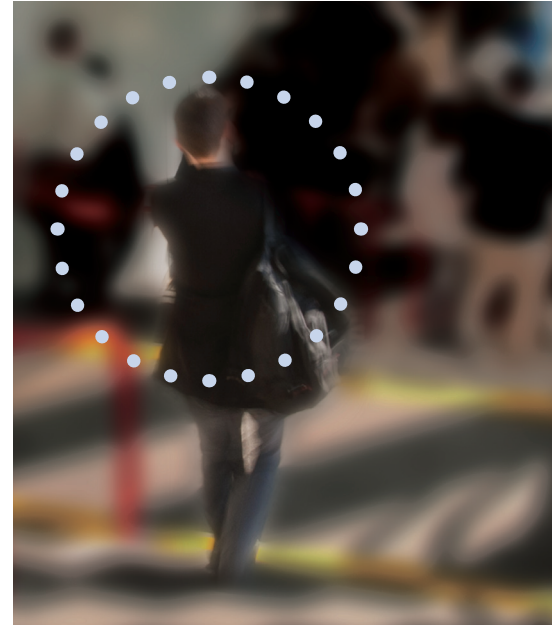
Arcot Systems provides security software and services to protect online payments and manage user access and authentication during data exchanges on the Internet and via wireless devices. With the dramatic increase in online fraud and identity theft, the demand for Arcot's solutions is reaching an all-time high. While Arcot is well equipped with an industry leading solution, the company needed to increase its marketing and sales efforts quickly in order to outpace the competition.

Arcot understood their target market and knew that direct outreach would be the quickest, most effective way to gain traction. They had worked with various lead generation vendors in the past, but found these resources often provided 'unactionable' leads.

This time around, Arcot wanted action and therefore, needed to partner with an organization that would guarantee a return on their investment. They searched for a demand generation partner that would work as an extension of their seasoned internal marketing and sales resources, as well as be willing to share best practices about identifying active sales cycles within the Information Security industry.

**"The real secret to the success of our partnership with BAO is the best practices and benchmarks they have developed to keep programs on track for their clients. They know what levers to pull and how to develop pipeline by using their experience to drive repeatable success and anticipate potential pitfalls."**

Carol Alexander, VP of marketing, Arcot



### Results

- > Implemented proven demand generation processes for sales team
- > Secured meetings with 200 of 600 identified targets
- > 63% of appointments had the potential for closed business
- > 55% of appointments turned into second sales opportunities
- > 29% of appointments translated to near-term pipeline





**“The bottom line is that with BAO’s support, I am spending less time prospecting, and more time closing deals.”**

Todd Calvert, sales representative, Arcot

“We knew we had a hot solution for a market in need, but we didn’t want to drain valuable resources on cold calls,” said Carol Alexander, VP of marketing at Arcot. “Our goal was to work with a professional inside sales organization that could tee up opportunities for our top notch sales team to close.”

The key was finding a strategic partner that would develop a coordinated and measurable process to drive revenue, develop pipeline quickly, and efficiently track and measure their progress.

## The Solution

Arcot ultimately selected BAO based on the company’s success developing pipeline quickly and effectively for technology and services companies. A BAO team, comprised of a strategic account manager and Inside Sales Representatives (ISRs), all with extensive experience targeting Information Security executives, was immediately assigned to the Arcot account.

After bringing the team up to speed on their solutions, Arcot developed a list of 600 targets — Fortune 2000 CISOs and Information Security executives — using their own database as well as BAO’s proprietary database of more than one million companies.

“Unlike other demand generation partners, BAO works closely with their clients to develop prospect lists,” said Alexander. “This is a critical step because once BAO has a target, they will get the meeting!”

From day one of the campaign, Arcot’s sales executives and their respective ISRs connected after each meeting to score leads in real-time in order to keep deals on track. In addition, they communicated on a daily basis, conducted weekly pipeline meetings, and leveraged the talents of a strategic account manager within BAO to ensure best practices and optimize the number of meetings set.

## The Results

As legendary NFL great Vince Lombardi once said, “The best defense is a good offense.” Armed with a strategy proven by success with more than 175 technology clients, BAO helped Arcot execute an aggressive offense to sell during a tough economy.

Since working with BAO, Arcot has not only closed business from the opportunities secured by BAO, but has significantly grown their pipeline of real, actionable opportunities, resulting in a pipeline ROI of 52:1. More importantly, Arcot now has a foundation of proven demand generation processes, allowing the organization to shift more focus from the top of their pipeline to later stage opportunities.

Over the course of 12 months, Arcot met with 200 of their 600 targets — and 63 percent of those meetings had the potential for closed business. In addition, 55 percent of the meetings resulted in an immediate second step in the sales cycle, and 29 percent translated to near-term opportunities.

“The real secret to the success of our partnership with BAO is the best practices and benchmarks they have developed to keep programs on track for their clients,” said Alexander. “They know what levers to pull and how to develop pipeline by using their experience to drive repeatable success and anticipate any potential pitfalls.”

## 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](http://www.baoinc.com).



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