

BAO'S APPOINTMENT-SETTING GENERATES \$3.1 MILLION IN CLOSED DEALS

CASE STUDY: PRENOVA

At BAO, we're focused on helping Clients generate revenue. To make that happen, we provide quick and repeated access to key decision makers and influencers – making sure that prospects with immediate purchasing needs receive immediate attention. Below is an example of how one organization turned to BAO to quickly penetrate the Retail market. By capitalizing on the insight provided by BAO – and addressing a prospect's immediate pain points – Prenova closed a major account in just six weeks from the initial meeting – a record short sales cycle for the company. For Prenova, getting in front of the right people at just the right time, with just the right message, has translated to \$3.1 million in closed business – and growing.

The Challenge

Prenova works hand-in-hand with customers to help them control energy expenses by reducing utility costs and improving energy efficiency. From sourcing energy to controlling energy consumption, Prenova's solutions help customers reduce energy spend by 10-20 percent.

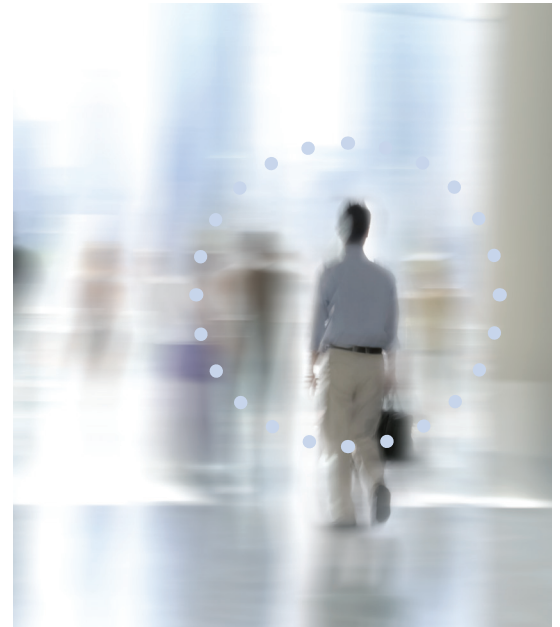
While Prenova's solutions benefit organizations across industries, the company wanted to maximize opportunities within its priority vertical, the Retail sector – driving additional revenue from identified must-win accounts. With a solid sales team in place, Prenova wanted to maximize their efforts – focusing field reps on immediate opportunities that demanded immediate follow-up.

"We knew there were sales opportunities out there that were a perfect fit, but the question was: how to access them?" said Scott Beaver, Director of Marketing for Prenova. "We wanted a partner that could help get us in front of high-level executives within our highest priority vertical, so that we could prioritize outreach and, ultimately, close more business."

Prenova decided to utilize BAO's Appointment-Setting services to make sure that their sales team was consistently in front of Retail executives – creating high-quality pipeline.

"BAO knows who to call, how to navigate their way to the right individuals, and the questions to ask to book legitimate meetings."

Scott Beaver, Director of Marketing, Prenova



Results

- > Significant traction within Retail sector
- > 150 appointments with decision makers
- > \$3.1 million of closed deals
- > 28:1 Return on Marketing Investment (ROMI) for closed business
- > \$6-8 million of pipeline



100 Brickstone Square, Suite 501, Andover, MA 01810
V (978) 763-7500 • F (781) 323-7077 • E sales@baoinc.com • www.baoinc.com



“With BAO’s help, we’ve gotten in front of 150 Retail organizations – significant market traction that we could not have achieved alone.”

Scott Beaver, Director of Marketing, Prenova

The Solution

Prenova was assigned a designated BAO team, who quickly became well-versed in the organization’s key messages and value proposition. Prenova provided BAO with prospect targets and the team was immediately on the phone, calling into those organizations. Thanks to BAO’s extensive database of 1.7 million names at 180,000 companies, including Retail organizations, the team had up-to-the-minute contact information right at their fingertips.

“BAO has a great methodology in place to get up and running quickly,” said Beaver. “They know who to call, how to navigate their way to the right individuals, and the questions to ask to book legitimate meetings.”

Through discussions with influencers and decision makers, BAO was able to successfully secure introductory, in-person meetings within those accounts. In addition to securing appointments, BAO provided Prenova with insight about how they got to the right person and what messages resonated – providing valuable information about the impact and value of existing talking points.

“BAO did the heavy lifting for us – allowing us to talk directly to the companies we most wanted to target,” said Beaver. “We knew the organizations we wanted to close, but had no idea there were immediate buyers out there. That’s the value that BAO delivers.”

When reaching out to one of Prenova’s prospect accounts, BAO discovered that the organization had an immediate need – looking for a solution like Prenova’s to manage energy costs and consumption across their entire chain. BAO then scheduled an appointment with the prospect’s CFO and Director of Real Estate and Prenova took the opportunity from there, closing the business in just six weeks – a record for the company.

“Our sales reps want to pursue opportunities that are real – meetings with organizations who are interested in our solutions and understand the value that we can deliver,” said Beaver. “With BAO, we know that the meetings secured are legitimate and we don’t lose any time turning potential deals into real pipeline, and ideally, real revenue.”

Results

“When it comes to tracking the success of our BAO engagement, I look at one number: revenue,” said Beaver. “The meetings that BAO has secured to date have turned into ten closed deals – there’s no denying that contribution to our sales figures.”

BAO has booked appointments within Prenova’s target Retail accounts – high-caliber pipeline opportunities – which have generated approximately \$6 to 8 million in pipeline. To date, Prenova has signed eight deals – representing thousands of retail locations and translating to \$3.1 million in closed business.

“With BAO’s help, we’ve gotten in front of 150 Retail organizations – significant market traction that we could not have achieved alone,” said Beaver. “Our top sales priorities are also BAO’s top priorities and that’s why we’ve been so successful together.”

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.



100 Brickstone Square, Suite 501, Andover, MA 01810
V (978) 763-7500 • F (781) 323-7077 • E sales@baoinc.com • www.baoinc.com