



# APPOINTMENT SETTING

SCALE, SPEED AND THE BEST  
SUCCESS RATE IN THE INDUSTRY

With **Appointment Setting** from BAO, you get quick and repeated access to key decision-makers in the markets and accounts that matter most to your business.

BAO extends your reach, augmenting both inside and outside sales teams, providing access to previously impenetrable accounts in the enterprise, mid-market, public sector, and everywhere in between.

## WHAT YOU GAIN



### PRODUCTIVITY

Our nearly 150 reps make 175+ calls per day, instantly increasing your team's productivity by freeing up their time to close deals.



### EXPERIENCE

Our experienced inside sales rep (ISR) professionals, who act as an extension of your team, know how to communicate the complex value propositions and messaging associated with your high-tech solutions.



### UNPARALLELED DATABASE

Built from the ground up and updated constantly, we have the industry's most comprehensive database featuring hundreds of thousands of IT and line-of-business contacts in corporate America, hospitals and Public Sector.



### SPEED

Jump-start the sales cycle and accelerate the path to increased pipeline by getting in front of key prospects immediately.



### SCALABILITY & AGILITY

Take full control of the scale of BAO's outreach with the ability to increase or decrease appointment setting volume based on your current needs.



### GUARANTEED RESULTS

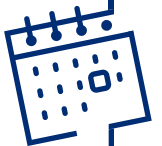
With a performance-based model, you only pay for results and get the best possible return on your investment.



We were looking to build out a much more efficient pipeline generation machine. And that's why we partnered with BAO for appointment setting services.

**DAVID MORRISON**

Director of Global Lead Generation,  
Automation Anywhere



## THE NUMBERS DON'T LIE

28

years in the industry

550,000+

appointments to date

30,000+

dials a day on behalf of clients

### PIPELINE IMPACT

55%

of secured meetings  
convert into second  
sales activities. . .

35%

higher than the  
industry average

### WITH APPOINTMENT SETTING FROM BAO, YOUR COMPANY CAN

Fill pipeline gaps

Augment both inside and outside sales teams

Generate high-quality leads

Support new product launches

At BAO, our ISRs partner with your reps in the field to provide frictionless support that works for everyone. Sales reps are often our greatest partners and biggest fans.

With appointment setting from BAO, your sales team can focus their time on closing deals as opposed to chasing down leads. And with a performance-based model, you get the best possible return on your investment—because you only pay for results.

Regular measurement is essential to a successful engagement. In order to aid those efforts we created the BAO ROI Tracker™, a reporting tool that provides visibility into early-stage pipeline. [The BAO ROI Tracker™](#) enables you to proactively measure and manage your early pipeline activities so you can assess leads, track successes, and validate your BAO investment.

“

BAO was an asset to Juniper Networks to reach new audiences with our SD-WAN offerings. They consistently teed up good conversations with the right people.

They've helped us crack open new accounts, helped us expand in current accounts, and ultimately provided more coverage for sales. BAO has been a really valuable extension of our team.

#### KAREN FALCONE

Sr. Director of Product Marketing,  
Juniper Networks

