



COVERAGE CHECKLIST

UNDERSTANDING THE TOTAL ADDRESSABLE MARKET IN NORTH AMERICA



There's a lot of opportunity out there right now. But the market is huge – and it's moving fast. Ensuring full coverage across the total addressable market can be a challenge, especially with a new and growing team that may not understand the full breadth and depth of what's out there. This checklist is designed to give you and your team perspective into how the North American market breaks down – across commercial, healthcare, education and government accounts – and offers a simple tracker that will help you level-set on current efforts and establish a strong foundation for future outreach.



CORPORATE NORTH AMERICA

| Coverage Tracker | Market Overview and Sample Criteria | |
|---|--|---|
| <input type="checkbox"/> Inside Sales <input type="checkbox"/> Outside Sales _____ # Accounts Named _____ # Reps Assigned to Cover _____ # Contacts in Database | Enterprise Revenue: >\$1B Total Accounts: 4,500 (including parent and subsidiary accounts whose revenue is greater than \$1B) | |
| | Key Criteria | |
| | Location | Country, U.S. state or Canadian province, U.S. metropolitan area (MSA), city, area code(s), zip code(s), zip code radius (e.g., companies within 50 miles of 01810) |
| | Size | Revenue, number of employees |
| | Type | Public/private companies only, headquarters and/or subsidiaries |

| Market Overview and Sample Criteria | |
|--|---|
| Mid-Market Revenue: \$100M-\$999M Total Accounts: 20,000 (including parent and subsidiary accounts with revenues between \$100M and \$999M) | |
| Key Criteria | |
| Location | Country, U.S. state or Canadian province, U.S. metropolitan area (MSA), city, area code(s), zip code(s), zip code radius (e.g., companies within 50 miles of 01810) |
| Size | Revenue, number of employees |
| Type | Public/private companies only, headquarters and/or subsidiaries |
| Coverage Tracker | |
| <input type="checkbox"/> Inside Sales <input type="checkbox"/> Outside Sales _____ # Reps Assigned to Cover | _____ # Accounts Named _____ # Contacts in Database |

| Market Overview and Sample Criteria | |
|--|---|
| SMB Revenue: \$1M-\$99M Total Accounts: 18+ million (including parent and subsidiary accounts with revenues between \$1M and \$99M) | |
| Key Criteria | |
| Location | Country, U.S. state or Canadian province, U.S. metropolitan area (MSA), city, area code(s), zip code(s), zip code radius (e.g., companies within 50 miles of 01810) |
| Size | Revenue, number of employees |
| Type | Public/private companies only, headquarters and/or subsidiaries |
| Coverage Tracker | |
| <input type="checkbox"/> Inside Sales <input type="checkbox"/> Outside Sales _____ # Reps Assigned to Cover | _____ # Accounts Named _____ # Contacts in Database |



EDUCATION

Market Overview and Sample Criteria

Higher Education

Total Accounts: 8,000

Key Criteria

| | |
|-----------------|---|
| Location | State, city, zip code(s), area code(s) |
| Size | Enrollment, number of schools, faculty size |
| Type | Public/private schools |

Coverage Tracker

| | |
|--|------------------------------|
| <input type="checkbox"/> Inside Sales | _____ # Accounts Named |
| <input type="checkbox"/> Outside Sales | |
| _____ # Reps Assigned to Cover | _____ # Contacts in Database |

Market Overview and Sample Criteria

Education: K-12

Total Accounts: 14,000

Key Criteria

| | |
|-----------------|--|
| Location | State, city, zip code(s), area code(s) |
| Size | Enrollment, number of schools in district, district enrollment |

Coverage Tracker

| | |
|--|------------------------------|
| <input type="checkbox"/> Inside Sales | _____ # Accounts Named |
| <input type="checkbox"/> Outside Sales | |
| _____ # Reps Assigned to Cover | _____ # Contacts in Database |



HOSPITALS

Coverage Tracker

| |
|--|
| <input type="checkbox"/> Inside Sales |
| <input type="checkbox"/> Outside Sales |
| _____ # Accounts Named |
| _____ # Reps Assigned to Cover |
| _____ # Contacts in Database |

Market Overview and Sample Criteria

Hospitals

Total Accounts: 7,000

Key Criteria

| | |
|-------------------------|---|
| Location | State, city, county, area code(s), zip code(s), zip code radius |
| Size | Number of beds, total patient revenue, annual discharges |
| Type of hospital | Children's hospital, long-term, rehabilitation, psychiatric, critical access, short-term acute care |
| Type of control | Government (State or Federal), proprietary (corporation or privately owned), non-profit |



GOVERNMENT

Market Overview and Sample Criteria

Government: State and Local

Total Accounts: 20,000

Key Criteria

Location State, city, county

Size Population

Coverage Tracker

Inside Sales _____ # Accounts Named
 Outside Sales

_____ # Reps Assigned to Cover _____ # Contacts in Database

Market Overview and Sample Criteria

Government: Federal Civilian

Total Accounts: 2,000

Key Criteria

Department E.g., Department of Justice, USDA, etc.

Coverage Tracker

Inside Sales _____ # Accounts Named
 Outside Sales

_____ # Reps Assigned to Cover _____ # Contacts in Database

Coverage Tracker

Inside Sales
 Outside Sales
_____ # Accounts Named
_____ # Reps Assigned to Cover
_____ # Contacts in Database

Market Overview and Sample Criteria

Government: Federal Defense

Total Accounts: 2,000

Key Criteria

Department E.g., Department of Defense, Army, Navy, etc.

ABOUT BAO

BAO is the de facto partner for sales and marketing teams in the high-tech industry developing powerful, profitable go-to-market strategies. BAO gives organizations the real-time insight, tools, and resources they need to transform their businesses — to drive new revenue while increasing the profitability of existing accounts; to optimize sales and marketing operations; to kill the competition; or all of the above. Founded in 1997, BAO is based in Andover, Massachusetts. Learn more at www.baoinc.com.



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