



# SMARTLEADS

EFFICIENTLY CREATE PIPELINE WITH WARM LEADS IN PRIORITY ACCOUNTS



To meet your sales and marketing goals you need people hitting the phones and building the top of the pipeline every day. With BAO's performance-based SmartLeads service, you can give your inside sales teams warm introductions to top prospects.

Functioning as an extension of your sales organization, our Lead Development Reps (LDRs) partner with your team to generate leads. It's 100% phone based—our team conducts live conversations to identify key decision-makers and present your value proposition. When a prospect expresses interest in your solution, we send an email introducing your SDR or BDR to the prospect.

SmartLeads takes the heavy lifting of prospecting off your SDRs' plates, so they can focus on kicking off the sales process, presenting your solution, and turning those leads into pipeline opportunities. This enables your reps to focus on warm prospecting, not cold calling.

## WHAT YOU GAIN

With SmartLeads you can count on BAO to boost your productivity and help fill the top of your funnel. Key benefits include:



### OUTBOUND EXPERTISE

Enterprise technology phone-based prospecting is what we do—and we do it better than anyone



### INCREASED PRODUCTIVITY

Generate live conversations with prospects who have expressed interest in your solution



### TARGETED OUTREACH

Gain inroads in accounts that match your ideal customer profile (ICP)



### INCREASED EFFICIENCY

Focus your SDRs' outreach around accounts you select



### GUARANTEED RESULTS

With our performance-based model, you pay for introductions, not our time



### SPEED

BAO's team is large and built for speed, so you get results fast—in days or weeks, not months

## THE NUMBERS DON'T LIE

*BAO has been a pioneer in the B2B appointment setting industry for 25 years. We leverage our experience making 30,000+ dials every single day on behalf of our clients to deliver services that meet a diverse range of prospecting and lead generation needs.*

25

years in the industry

30K+

dials per day on behalf of our clients





“Working with BAO gave us the opportunity to very quickly ramp up an inside sales function. They have the resources and processes in place to very quickly manage a program for us.”

**NICK WORSWICK**

Vice President and General Manager at Seamless

## HOW IT WORKS



### 1. STRATEGY

We work with you to define the list of accounts and personas you want to target, and train our team on your company and campaign messaging



### 2. CONTACT

Our LDRs conduct live conversations as an extension of your team to identify leads with interest in your solution



### 3. WARM HAND-OFF

BAO's LDR sends an email to both the prospect and your SDR, introducing them so your SDR can schedule a conversation about your solution



### 4. SMARTLEADS DATA

We provide details about the contact, talking points, and any other intelligence gathered from the initial conversation

