

Advanced Demand Generation (ADG)

Pinpoint Exactly Which Companies in Your Target Audience Meet Your Unique Criteria
—and Then Get Face Time with Decision Makers Within Those Accounts

Most high-tech B2B companies know what their sweet spot is—whether that’s a particular use case, an installed technology environment, or a trigger event like an expiring contract.

But **knowing it** and **finding it** are two different things. That’s why most companies define their overall target market by characteristics that are easy to ascertain—industry, size, functional role, etc.—and then rely on the sales discovery call to gather details about

the prospect to figure out if there’s a good fit. On the surface, this approach makes sense. But it’s far from perfect. For example, there may be companies that are a perfect fit, but you never find that out because you can’t get in the door to have that discovery conversation.

WHAT IF YOU HAD THE INFORMATION FROM A DISCOVERY CALL *BEFORE* THE DISCOVERY CALL?

BAO’s [Advanced Demand Generation \(ADG\) service](#) provides discovery-level insights about the accounts in your target market, and access to the

executives you need to meet within those companies. You get highly customized intelligence that includes the exact account insights and buyer

signals that matter to your organization, and secured meetings in the companies that are a good fit for you.

THE NUMBERS DON’T LIE

21

years in the industry

3.2M

account insights identified

425,000+

appointments to date

WHAT YOU GAIN

BAO’s ADG is the most thorough, complete way to build a fact-based go-to-market strategy that sets your entire team up for success.

You get highly customized intelligence about each prospect—including insight into the current state of their IT infrastructure, their needs, their

buying cycles, and more. Then we secure you appointments with the prospects with the greatest pipeline potential.

CUSTOM INTELLIGENCE

gathered via phone, based on the criteria you specify, including:



TECHNOLOGY STACK



TRIGGER EVENTS



PAINS AND CHALLENGES



COMPETITORS INSTALLED



WHO WILL OWN/ INFLUENCE THE DEAL

CUSTOM SEGMENTATION

with a scored, segmented, and stack-ranked prospect list.

FAST, TARGETED ACCESS

to meet face-to-face with decision makers in your sweet-spot accounts.

ENABLED SALESFORCE

to arm your reps to be the smartest ones in the lobby.

HOW IT WORKS

01 STRATEGY

We work with you to define the list of accounts you want to target, and then develop a custom profile designed to capture specific account-by-account intelligence that's relevant to your business.

02 ACCOUNT-BASED RESEARCH

Our team of Market Research Specialists (MRS) goes to work, calling into the organizations and conducting live interviews with key influencers and decision-makers.

03 SEGMENTATION AND DELIVERY

You get an in-depth, real-time, segmented view of your market. And it's fast. You get this critical insight in days or weeks, not months.

04 ACCESS

Our Inside Sales Reps (ISRs)—experienced professionals who know how to communicate the complex value propositions and messaging associated with high-tech products—secures meetings with executives within your key accounts.

LIVE VALIDATE FOR TRULY CUSTOM ACCOUNT INSIGHTS

We may live in a digital world, but the telephone is still one of the most important tools in B2B sales. Many new technologies can infer lots of info about

prospects based on digital activities, but the fact is, having a live conversation is the only way to gather custom insights that no one else has access to.

“BAO has dramatically increased the speed in which we can be in front of our key buyers, resulting in measurable pipeline for Waggl.

– Derek Cole, Head of Sales, Waggl, Inc.

ADG Enables You to Have Smarter, More Effective Conversations with Your Prospects

Your sales team can focus on having relevant, valuable conversations with prospects that have real revenue potential. Instead of walking into a first meeting with questions, they'll

walk in with **answers**. And, your marketing team will have the confirmed account insights to execute account-based marketing programs.



SALES

Set your sales reps up for more qualified at-bats and ultimately more pipeline.



MARKETING

Arm your marketing team with real-time information about your prospects' needs to develop messaging, content, and campaigns that resonate.



PRODUCT MARKETING

Supply your product marketing team with market-confirmed intelligence about pains, challenges to incorporate into their roadmap planning.