

Sample Client



02/01/2021 - 03/01/2021

BAO provides appointment setting services for Sample Client to increase their sales prospecting coverage. Below are metrics and feedback from the field based on the BAO ROI Tracker™, a five question survey sent out to each Sample Client sales rep after a BAO secured meeting occurs. Each meeting is rated on a scale of 1-5 with 5 being the best.

Total Number of
Appointments
Occurred

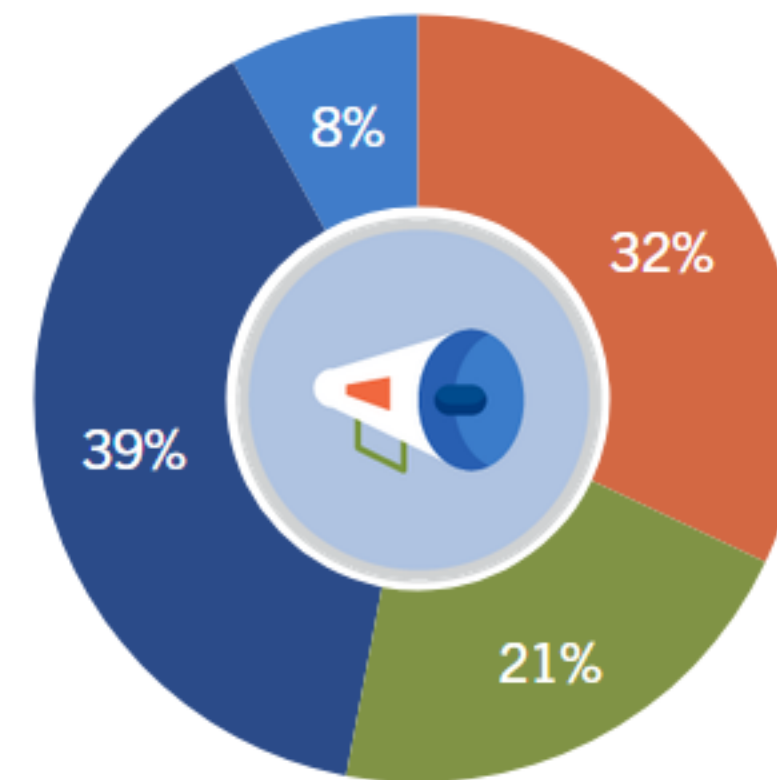
38



Scored Meetings
with 2nd Sales
Activity

68%

Field Feedback



- Potential - with next steps
- Potential - needs more discovery
- Viable long-term prospect
- Viability unknown at present
- Not a viable prospect

Spotlight Meetings

Target

CISO

Potential - with next steps

Sales Rep Name

5 ROI Rating

McKesson Corp

Director Data Center Network Services

Potential - with next steps

Sales Rep Name

5 ROI Rating

Amazon.com

IT Director

Potential - with next steps

Sales Rep Name

5 ROI Rating

UnitedHealth Group

CIO

Potential - with next steps

Sales Rep Name

5 ROI Rating

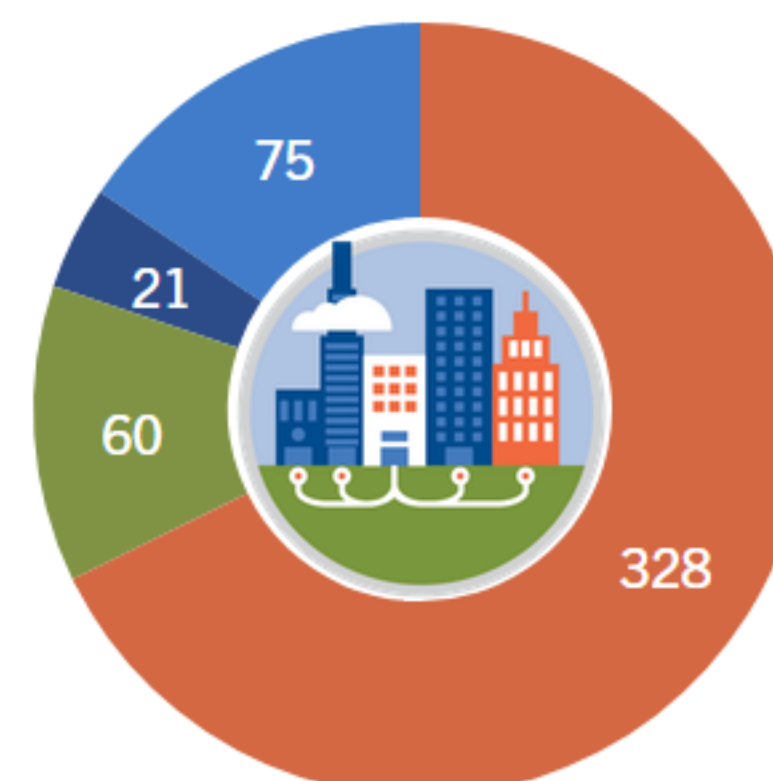
ROI Tracker Ratings



- No Response
- Rated 1
- Rated 2
- Rated 3
- Rated 4
- Rated 5

Current Addressable Market

1349



- Active
- Meetings
- Hot
- Disqualified

Sample Client



02/01/2021 - 03/01/2021

Below are BAO ROI Tracker™ meeting ratings from each sales representative working with BAO. Each meeting is rated on scale of 1-5 with 5 being the best.

ROI Tracker Ratings by Meeting

Meetings with 2nd Sales Activity

■ No Response
 ■ Rated 1
 ■ Rated 2
 ■ Rated 3
 ■ Rated 4
 ■ Rated 5

