

WHY SALES LOVES

WORKING WITH BAO



in their own words

High tech Sales and Marketing leaders looking to accelerate top-of-the-funnel pipeline development partner with BAO. Our clients consistently share that their sales representatives rely on BAO to give them access to the biggest and best buyers in their territories.

Here's how BAO's appointment setting services accomplish this, and what our clients' reps have to say about the results:



BAO

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GET REPS MORE AT-BATS

When it comes to pipeline development challenges, whether it's building more top-of-funnel pipeline, filling pipeline gaps, boosting an underperforming territory, accelerating contribution to pipeline, or getting your new reps productive, BAO can help.

As any field sales rep will tell you, it all starts with access. BAO partners with your sales organization to secure targeted, executive-level meetings with the prospects that are important to you.

**“BAO gives the extra manpower
I need to be able to hit quota.**

BDR AT RINGCENTRAL

**“I would directly relate
performing over 100% of
quota to the BAO team.**

ENTERPRISE ACCOUNT EXECUTIVE
AT COMCAST BUSINESS

“BAO makes up the most of the top of my funnel!

ENTERPRISE ACCOUNT EXECUTIVE AT COMCAST BUSINESS



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“ Leveraging BAO’s expertise elevates our brand and helps us to access market development investments to grow pipeline.

They are responsive, easy to work with, and flexible to our needs and limitations, allowing us to set and attain repeatable outcomes.

ENTERPRISE DIRECTOR
AT EMPOWER SOLUTIONS

“ BAO helps me maximize my time!

ENTERPRISE ACCOUNT EXECUTIVE
AT COMCAST BUSINESS

GROW AND SCALE YOUR TEAM RISK-FREE

BAO’s clients want to expand their reach as cost-effectively as possible. With BAO’s performance-based model, clients can adjust volume to scale the program up and down based on their needs each quarter.

You choose which reps, territories and markets, then BAO gets to work providing the opportunities.



LET YOUR SELLERS FOCUS ON SELLING

On average, it takes 130 dials to secure a first sales meeting.

As critical as those first meetings are, cold calling and prospecting, aren't the best use of your reps' valuable time and talents.

It is, however, what BAO does best. Let BAO take on that heavy lifting so your reps can do what they do best—build relationships and close deals.

“I've always been a so-so prospector. BAO allows me to do what I do best, which is sell.”

ENTERPRISE ACCOUNT EXECUTIVE
AT COMCAST BUSINESS

“I think it makes sense to have people work where they're strongest.”

My BAO ISR's strength is in prospecting and making those first calls.

Mine is in presenting the value prop to the prospect and moving them into the sales process.

REGIONAL SALES MANAGER
AT FIDELIS CYBERSECURITY



“

CONQUER THE PUBLIC SECTOR

“ Shout out to BAO.

My ISR has identified several key agency personnel in my targets which has really kickstarted the process on a few big accounts.

SALES MANAGER
AT ZSCALER

Most of BAO's clients partner with BAO to target the FED/SLED market, as we have the expertise, knowledge, and database to drive momentum in this space.

We've been helping clients gain traction in FED/SLED for 20 years—in fact, one-third of the meetings we secure are in the public sector.

“ BAO has been historically good at getting initial meetings with relevant federal agency IT/cybersecurity staff.

SENIOR FEDERAL ACCOUNT MANAGER
AT PROOFPOINT

GAIN ACCESS TO THOSE HARD-TO-REACH PROSPECTS

BAO's clients don't want meetings for the sake of meetings; they want access to the decision-makers at their VIP accounts.

BAO provides a team of focused and skilled ISRs that will get you a foot in the door at companies you may have written off in the past as impenetrable.

Nothing gets us more excited than the emails we get from clients that say, "How did you get in there? I've been trying for years!"

“ My BAO ISR is the man! Not sure what type of sweet talk he does, but he has booked meetings with prospects of mine I have had no success with.

Very satisfied working with him.

SLED CLIENT EXECUTIVE
AT NETAPP

“ BAO has been setting meetings with potential prospects that I would not normally get to. I have had a couple of meetings set by BAO with **VP-level prospects, which is quite ideal.**

REGIONAL SALES MANAGER
AT VIRTANA



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