

# AppointmentBase™

## Win Sales Calls with Prospects Who Are Ready to Buy

Identifying sales-ready opportunities and scheduling sales calls with prospects who are close to a spending decision is critical to maintain a healthy pipeline. You create quick wins for your sales team and book new business that keeps your revenue projections on track.

Every B2B seller knows this. And yet prospecting often gets put on the back burner. Sales devotes its valuable resources to closing deals, and SDRs often focus on the volume of calls they can book, not the quality of the opportunity. You're left scrambling to fill gaps.

To win sales calls with decision-makers who are ready to buy, you need a data-driven approach to identifying in-market prospects who are actively researching your product or service. You need to be able to ramp up your prospecting efforts quickly to meet near-term revenue goals. You need call center professionals who understand how your business's core value proposition meets the needs of ideal target prospects. And you need an experienced team that's committed to cultivating sales-ready opportunities until that sales call is on the prospect's calendar.

You need the power of True Influence's **AppointmentBase™**.

### Prospecting Powered by Intent and Expertise

**AppointmentBase** combines advanced market intelligence, our massive B2B contact database, and our team's decades of experience as a leader in B2B demand generation to create a powerful solution for identifying, prospecting and booking appointments with sales-ready prospects.

**100 percent data-driven:** The **AppointmentBase** advantage begins with True Influence's database of 500 million B2B contacts, including firmographic information from Dun & Bradstreet. We identify high-level decision makers who match your ideal customer profile, both in your target accounts and at buying organizations that may not be on your radar.

**Intent uncovers opportunity:** Intent Signal Monitoring from our category-defining **InsightBase®** software pinpoints individuals and accounts that are actively researching your product or service -- indicating clear purchase intent. We can use this powerful intelligence to refine any prospecting list, from named accounts to leads generated by in-house or third-party demand generation programs. We focus on prospects that are ready to buy, which translates into more committed appointments with higher conversion rates for your sales team.

**We become experts in your business:** Our call center professionals work with you to develop interview talking options that go well beyond basic BANT or L5 qualification. We uncover the prospect's true challenges and needs to determine fit and value proposition alignment. We also gather intelligence about other prospects within the buying organization that, when coupled with contact and firmographic information from our database, gives you a 360-degree view of the demand unit that will make the purchase decision.

**We close the loop:** Based on our initial conversation with a prospect, we commit to a plan of follow up calls or move the contact into a nurturing program -- whatever it takes to land an appointment with a highly-fit, sales-ready opportunity. And when a prospect commits to meeting with sales, we book the appointment and deliver the contact directly to your CRM or sales engagement platform.

**The results:** Sales gets appointments with the right prospects, at the right time.

### The AppointmentBase™ Advantage:

**Identify, qualify and set sales appointments** with prospects who are actively interested in your product or service.

**Accelerate sales-ready opportunities** to win new business and keep your pipeline moving.

**Quickly scale prospecting programs** to meet revenue goals.

**Free up valuable Sales resources** to focus on closing new business.

**Leverage True Influences' decades of experience** as a leader in B2B demand generation to target prospects who are both qualified and ready to talk.

**Contact only Managers and senior-level decision makers**—prospects who will make the purchase decision.

**Consultative approach** determines true customer fit and builds your brand.

**Detailed opportunity synopsis provides a complete picture** of the prospect's need. Sales can immediately move the conversation forward without covering old ground.

**Programs route promising prospects** for additional calls or nurturing programs to best take advantage of the opportunity. Contacts and appointments are automatically posted to your sales engagement system, CRM or MAP.

**In-language calls are audited**, and our team is constantly supervised and coached to ensure uncompromising customer experience.

# How AppointmentBase™ does it

True Influence's ability to identify and connect with the right business decision-makers makes it a leader in high-quality B2B demand generation. We deliver leads that convert 20 percent more frequently than our competitors, and we use the same highly refined method to identify and prospect sales-ready opportunities with our [AppointmentBase](#) service.

## We call only contacts that fit your ideal customer profile

We work with you to define your ideal customer profile and find candidates in our database of 500 million B2B contacts, at 300 million businesses, who are most likely to convert, based on competitive intelligence and other fit indicators. [AppointmentBase](#) services are offered exclusively for contacts with job descriptions of Manager or higher who are evaluating technology purchases. We ensure the quality of the sales appointments we book by interviewing and qualifying only the best candidates.

## We use Intent to find prospects who are ready to buy

[AppointmentBase](#) uses powerful Intent Signal Monitoring intelligence from our [InsightBase® Version 3.0](#) software to identify prospects and organizations who are actively researching purchases. [InsightBase](#) gathers and reviews millions of daily intent signals and organizes this activity – web searches, read articles, content downloads, social media activity and more – around topics that are essential to your solution and markets. [InsightBase's](#) advanced Relevance Engine analytics find Intent Signals and trends that go beyond simple averages. And we use this intelligence to find prospects who are ready to buy.

## We become experts in your business

Scripted prospecting calls can result in high cancellation rates – prospects often agree to appointments just to get off the phone. Our team works with you to understand the business drivers and competitive advantages that motivate a prospect to buy from your company. Understanding these nuances helps us develop conversation points that move beyond scripted questionnaires and identify true company/product fit. We engage prospects in consultative dialogs that reveal their pain points and immediately reinforce your brand. When we schedule a sales call, the prospect is genuinely engaged and wants to meet with your sales team.

## We seamlessly hand off the prospect relationship

Making the sale is about building a relationship. And our [AppointmentBase](#) team makes sure the positive relationship we help develop transitions seamlessly to your sales team. Every appointment we book is accompanied by a comprehensive opportunity synopsis that details key insights we gathered during the prospecting interview. Sales can move the conversation forward with complete confidence, knowing it won't lose credibility by covering old ground. Our team manages appointments via a shared calendar and handles any rescheduling, if necessary, maintaining a courteous and professional image throughout the engagement.

## We are committed to the process

Effective B2B prospecting is an effort, requiring as many as five calls to qualify the prospect and book an appointment. Sales spends as much as 25 percent of its time prospecting and qualifying leads. That's a valuable resource that should be devoted to closing deals. And SDRs can become frustrated with the process – their time is often best spent nurturing inbound leads. Our experienced call professionals are committed to calling on sales-ready opportunities until they book an appointment. If a contact is at an early stage of their purchase journey, we offer them a high-value content asset and route them into a nurturing program, dripping the contact into your MAP. And if they prove to not be the right fit, we end the engagement gracefully.

## We make a great first impression

A call from a prospector is often a buyer's first impression of your brand. You can't risk trusting it to inexperienced or entry level staff. Our professional's commitment to excellence is second to none. We coach and mentor our in-language prospectors, and audit calls to ensure that we represent your product and brand in the best possible light. And we can quickly scale prospecting efforts to meet your current need.

## We find the best prospects for your high-quality demand generation programs

You can leverage [AppointmentBase](#) to identify and accelerate sales-ready opportunities for any of your demand-generation channels. Our team can close the loop on high-quality content syndication and [ActiveBase™](#) programs you run with True Influence, or we can apply our intent-driven targeting methodologies to elevate sales-ready prospects in your inhouse marketing lists, named account list and ABM targets. And we can leverage our contact database and Intent Monitoring intelligence to identify additional sales-ready opportunities in your Total Active Market. No matter where you start, [AppointmentBase](#) can win sales calls with the most promising candidates.

## We validate every contact

Every contact we call is validated with our exclusive TripleCheck® process, which uses computer algorithms and social media, along with the interview, to confirm that all information is current and accurate. And we back up this promise with a 100% replacement guarantee – no questions asked.

## We're there for you

We are with you every step of the way, answering questions and addressing any concerns. We can adjust criteria and programs on the fly to meet changing goals and keep your pipeline moving. We work with you to ensure that [AppointmentBase](#) is a cost-effective, high-performing part of your marketing and sales strategy.



See what AppointmentBase™ can do for you:

Call: 1-800-294-9418

True Influence gives you the intelligence you need to *be there when they're ready to buy.*