

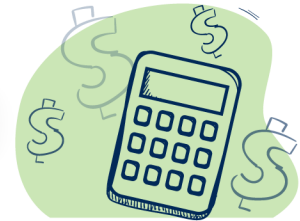
BDR Template

Hello Greg Smith,

Our easy-to-use interactive **VALUE calculators** will help your BDRs change the conversation and generate more leads by ***talking about what your buyers really care about...***

HOW YOU CAN HELP THEM

SAVE OR MAKE MONEY



CHANGE THE CONVERSATION

Get your prospect's attention by showing them the **financial impact** of solving their problems!

Potential increase in leads with better "VALUE" messaging

The below assumptions are based on industry averages and general research about your company:

CURRENT STATE

INSIDE
SALESPEOPLE



8

ANNUAL LEADS
PASSED



960



FUTURE STATE

INSIDE
SALESPEOPLE



8

ANNUAL LEADS
PASSED



1,008

(Assuming 10 leads per BDR /month)

If you can increase your leads passed by only **5%** ... that would represent an additional:

48

ANNUAL LEADS

If your opportunity win rate is **20%** ... that would represent an additional:

\$240,000

SALES REVENUE

[Click here to access value calculator & adjust assumptions](#)