

{Company Name}

Hello {Name},

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



12

ANNUAL LEADS  
PASSED



1440



**FUTURE STATE**

INSIDE  
SALESPEOPLE



12

ANNUAL LEADS  
PASSED



1440

(Assuming 10 leads per BDR /month)

If you can increase your leads passed by only {20} ... that would represent an additional:

**{144}**

**ANNUAL LEADS**

If your opportunity win rate is {10} ... that would represent an additional:

**{\$720,000}**

**SALES REVENUE**

**Click here to access value calculator & adjust assumptions**