

# BDR Test

Hello Keith Campagna,

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



10

ANNUAL LEADS  
PASSED



2,400



### FUTURE STATE

INSIDE  
SALESPEOPLE



10

ANNUAL LEADS  
PASSED



2,520

(Assuming 10 leads per BDR /month)

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

120

## ANNUAL LEADS

If your opportunity win rate is **15%** ... that would represent an additional:

\$360,000

## SALES REVENUE

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