

Strikezone Consulting

Business Development as a Service (BDaaS)

A data-driven system for identifying, prioritizing, and engaging high-value target accounts.

Phase 1: Governance & Engagement Setup

Goal

Establish the legal, data, and operational framework required to begin analysis and execution.

Process

Review and execute the following documents:

- Nondisclosure Agreement (NDA)
- Master Services Agreement (MSA)
- Data Processing Agreement (DPA), if applicable
- Statement of Work (SOW)
- Proposal/Contract

Deliverable

All required agreements are in place, enabling secure data access and formalizing the scope, expectations, and accountability for the engagement.

Phase 2: ERP Data Extraction & High-Value Customer Identification

Goal

Identify your highest-value customers and uncover the attributes that define them.

Process

- Secure administrative or read-only access to your ERP system
- Extract only the necessary tables and fields
- Define “best customers” as the top 20% by gross margin over the last 36 months
- Analyze their purchasing behavior, product mix, and financial patterns

Data Required

- Customer master data
- Account information
- 12–36 months of purchase history
- Product categories and SKUs
- Order frequency and order values
- Payment terms and payment history
- Geographic and industry data

Deliverable

A clear analysis of your top 20% of accounts, including revenue sources, margin contribution, and behavioral patterns. This becomes the foundation for building your Ideal Customer Profile (ICP).

Phase 3: Ideal Customer Profile (ICP) & Look-Alike Identification

Goal

Reverse-engineer the shared traits of your best customers and identify similar companies in the market.

Process

Using ERP data and Microsoft Copilot AI, we analyze:

Firmographic Traits

- Industry (NAICS/SIC)
- Company size (revenue, employees)
- Geography
- Number of facilities
- Equipment or asset base

Behavioral Traits (from ERP)

- Order frequency
- Product mix
- Service usage
- Installed base characteristics

Financial Traits

- Margin profile
- Payment behavior
- Growth rate

Operational Traits

- Integration level (EDI, VMI, API)
- Lead-time sensitivity
- Customization requirements

These traits form your **Ideal Customer Profile (ICP)**.

Look-Alike Identification

We match your ICP against external data sources:

- Apollo
- LinkedIn firmographics

Prioritization (Manual Collaboration)

Strikezone and your sales leadership jointly rank accounts based on:

- Revenue potential
- ICP fit score (see below scoring model)
- Engagement readiness
- Relationship warmth
- Strategic value

We categorize accounts into four actionable groups:

A-Tier: High-Priority Targets

- High value, high frequency, multi-product buyers
- Strong growth trajectory
- Excellent payment history

B-Tier: Growth Opportunity

- Solid history but limited product penetration
- Clear cross-sell or upsell potential

Inactive / Win-Back

- Historically valuable but inactive
- No orders in 6–12 months

Strategic Prospects (New)

- Not yet customers
- Strong ICP match
- High potential fit

Deliverable

A prioritized, data-driven target list with the highest likelihood of accepting meetings and converting into revenue.

Phase 4: Account Planning & Enrichment

Goal

Equip the sales team with complete, actionable intelligence on each target account.

Process

For each target account, we leverage [Apollo.io](https://apollo.io) to gather:

General Company Data

- Revenue, employee count
- Industry classification
- Recent news and growth indicators

- Competitive landscape

Org Chart & Decision-Makers

- Procurement leaders
- Operations managers
- Plant managers and engineers
- Supply chain leadership
- C-suite for strategic accounts

Contact Information

- Verified email addresses
- Phone numbers
- LinkedIn profiles
- Reporting structure
- Relevant background insights

Deliverable

A fully enriched account list with decision-maker intelligence, enabling targeted and personalized outreach.

Phase 5: Outreach Execution

Goal

Turn the prioritized target list into **qualified meetings** through coordinated, multi-touch outreach across email, LinkedIn, and phone.

This is where strategy becomes pipeline.

Process

1. Build & Refine Cadences in Apollo.io

We create structured outreach sequences tailored to each segment (A-Tier, B-Tier, Win-Back, Strategic Prospects).

Cadences include:

- 8–12 touchpoints
- A mix of email, LinkedIn, and phone
- Messaging aligned to the ICP attributes and pain points

2. Execute Multi-Channel Outreach

Email

- Personalized
- Value-driven messaging
- Clear call-to-action
- Short, conversational tone

LinkedIn

- Profile views
- Connection requests
- Soft engagement (likes/comments)
- Direct messages

Phone

- Warm calls based on ICP fit
- Voicemails with value statements
- Follow-up calls tied to email/LinkedIn activity

This multi-touch approach increases reply rates and meeting conversions.

3. Messaging Frameworks

Each segment gets its own messaging strategy:

A-Tier (High Priority)

- Strong value proposition
- Operational impact
- ROI and efficiency themes

B-Tier (Growth Opportunity)

- Cross-sell/upsell angles
- Category expansion
- “Companies like you also buy...”

Dormant / Win-Back

- “We noticed you haven’t ordered recently...”
- New product updates
- Incentives or re-engagement offers

Strategic Prospects

- ICP-aligned pain points
- Industry-specific insights
- Social proof and case studies

4. Response Management & Handoff

Strikezone handles:

- Reply monitoring
- Qualification
- Objection handling
- Meeting scheduling

Sales receives:

- Fully qualified meetings
- Account notes
- Context from the conversation
- Recommended next steps

This ensures sales stays focused on closing, not chasing.

Deliverable

A predictable, repeatable outbound engine that consistently generates meetings with high-value prospects — powered by data, ICP scoring, and multi-channel outreach.

Strikezone ICP Scoring Model

What Is the ICP Score?

The ICP (Ideal Customer Profile) Score is a **0–100 rating** that tells you how closely a company matches the characteristics of your best, most profitable customers. It's built using real ERP data, external firmographics, and sales team collaboration and insights.

The higher the score, the more likely the account is to:

- Buy from you
- Buy repeatedly
- Buy across multiple product lines
- Be profitable
- Be easy to work with

This score helps you prioritize the right accounts, focus your time, and increase your win rate.

How the Score Works

The ICP Score is made up of five pillars, each weighted based on what drives value in your business.

1. Financial Fit (25 pts)

Does this company look like your most profitable customers?

- Margin profile
- Revenue potential
- Payment behavior

2. Behavioral Fit (25 pts)

Do they buy like your best customers?

- Order frequency
- Product mix breadth
- Service/maintenance usage

3. Operational Fit (20 pts)

Are they a strong match for your operational strengths?

- Lead-time sensitivity
- Customization needs

4. Firmographic Fit (20 pts)

Do they look like the companies you win with most often?

- Industry
- Company size
- Geography

5. Strategic Fit (10 pts)

Is this account important for long-term growth?

- Growth trajectory
- Strategic value (sales leadership input)

What the Score Means

Score	Tier	What Sales Should Do
85-100	A-tier	Top Priority. Immediate Outreach
70-84	B-tier	High potential. Targeted outreach
50-69	C-tier	Opportunistic. Nurture or light touch
0-49	Low fit	Deprioritize