

Strikezone Consulting

Business Development as a Service (BDaaS)

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

Governance → Data Intelligence → ICP Targeting → Account Enrichment → Multi-Channel Outreach → Qualified Meetings

1. Governance & Setup	Legal and data readiness. Agreements executed and secure ERP access enabled.
2. ERP Data Intelligence	Analysis of top 20% margin-generating customers to identify revenue and behavioral patterns.
3. ICP & Look-Alike Targeting	Definition of ideal customer traits and identification of high-probability target accounts.
4. Account Enrichment	Decision-maker mapping, firmographics, and AI-assisted personalization.
5. Outreach Execution	Segmented, multi-channel outreach converting targets into sales-ready meetings.

Outcome

A predictable, repeatable outbound engine powered by ERP data, ICP scoring, and coordinated multi-channel execution—allowing your sales team to focus on closing, not prospecting.