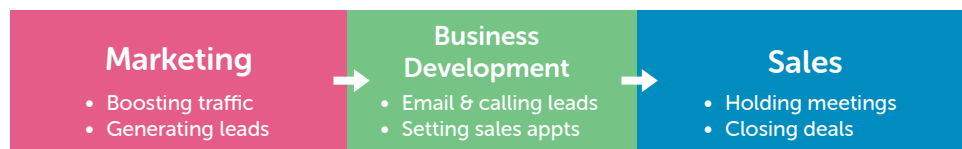


Business Development Services

Sound the alarm for sales emergencies!

Your sales pipeline is bound to hit shortfalls, which is discomfoting. Without a healthy pipeline, the future of your business feels uncertain.

What's your best course of action? How will you fill up your pipeline with qualified leads? **You need business development.**



Business development requires two things: an established process and a team. We offer both to fuel your pipeline and skyrocket your results. Your business development team is waiting to hit the ground running with a simple mission: to drive results with speed and consistency while leading with heart.

You have access to two service options, both of which give you the benefit of an experienced implementation of business development efforts while reducing the time it would typically take to execute this initiative yourself.

OPTION 1: BUILD IT

We start implementing business development processes, writing your playbook, and training and coaching your internal team to support a culture of authenticity and hustle. In this six-week program, your team gets access to:

- Processes, templates, sequences, and views in your HubSpot Sales Hub to maximize efficiency.
- Sales coaching and training to increase ramp up time to ensure your team has the necessary training to build a pipeline.
- Sales playbook and battlecard as documentation for your business development strategy, which acts as your framework to ramp up new BDRs quickly.
- Assistance with interviewing and for the sales team and providing feedback on candidates (for an additional fee).



[Contact for Pricing](#)

OPTION 2: WORK IT

After building and implementing your business development strategy, we also conduct outreach.

Our approach to outreach is not being pushy telemarketers. We nurture prospects by phone, email, and social media to keep them engaged and lead them down your sales funnel, turning leads and visitors into opportunities.

We lead outreach with an authentic, human approach that creates value and fosters meaningful relationships. These relationships are built on helping prospects find solutions to their problems. We help them find *your* solutions.

The most common problem we hear about is the sales rep who reaches out one or two times before giving up. We put in the work on your behalf through various business development services, including responding to MQLs, leading them through the customer journey, and scheduling appointments for your sales team.

Prior to the services level agreement commencement, we build it. We build the views, process, templates, and sequences. We write a playbook and a battlecard, then we go out and get them.

Other available service add-ons include:

- A dedicated BDR and coach
- Assistance with data and data purchasing
- Special projects and initiatives (e.g., outbound tactics)

**Packages Starting at
\$6K/month**



Why Business Development Matters

- **It's Targeted:** You're able to target specific groups within your ideal customer profile.
- **It's Predictable:** After developing the strategy, business development allows for a predictable revenue model, using a simple formula:
prospects engaged x response rate x conversions x close rate x deal size = revenue
- **It's Scalable:** With an established process, you can grow your efforts at a pace that fits your budget by adding business development reps (BDRs) as needed.

Why Outsourcing Business Development Makes Sense



You reduce time to build your pipeline.



You gain flexibility with an external team.



You reduce the total cost of business development.

Why Choose Bluleadz?

As your HubSpot Partner, we work within HubSpot leveraging the platform.

- Your calls will be recorded in states where recording is allowed.
- You collect more important data as our team populates all the necessary information.
- You gain visibility into our efforts with Dashboards in HubSpot.
- We provide project management as we conduct regular meetings to review results.

