

# callbox

Leads Management  
and Sales Support





LEAD MANAGEMENT SOLUTIONS

Helping businesses grow since **2004**

Largest in Outsourced **B2B Marketing**  
and **Sales Support Services**

**Global**, up-to-date, human-verified sales  
data of over **43 million** target accounts

**Account-based marketing** approach

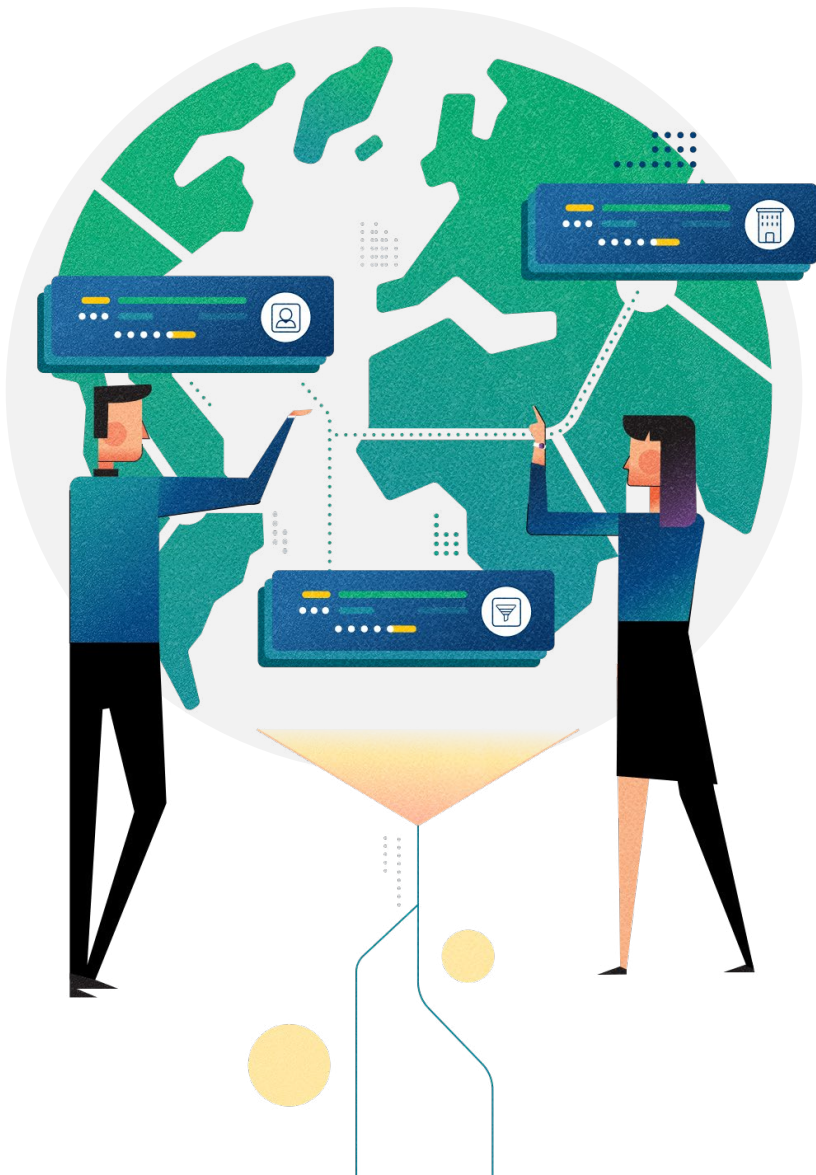
**Multi-channel** marketing

World-class **sales and**  
**marketing technology**

**17k** clients served across  
various industries



# Rich Contact Profiles and Company Insights



## 43M+ Companies

Target and reach a global market from various industries



## 60M+ Contacts

Identify and connect with relevant contacts



## Targeted B2B Data

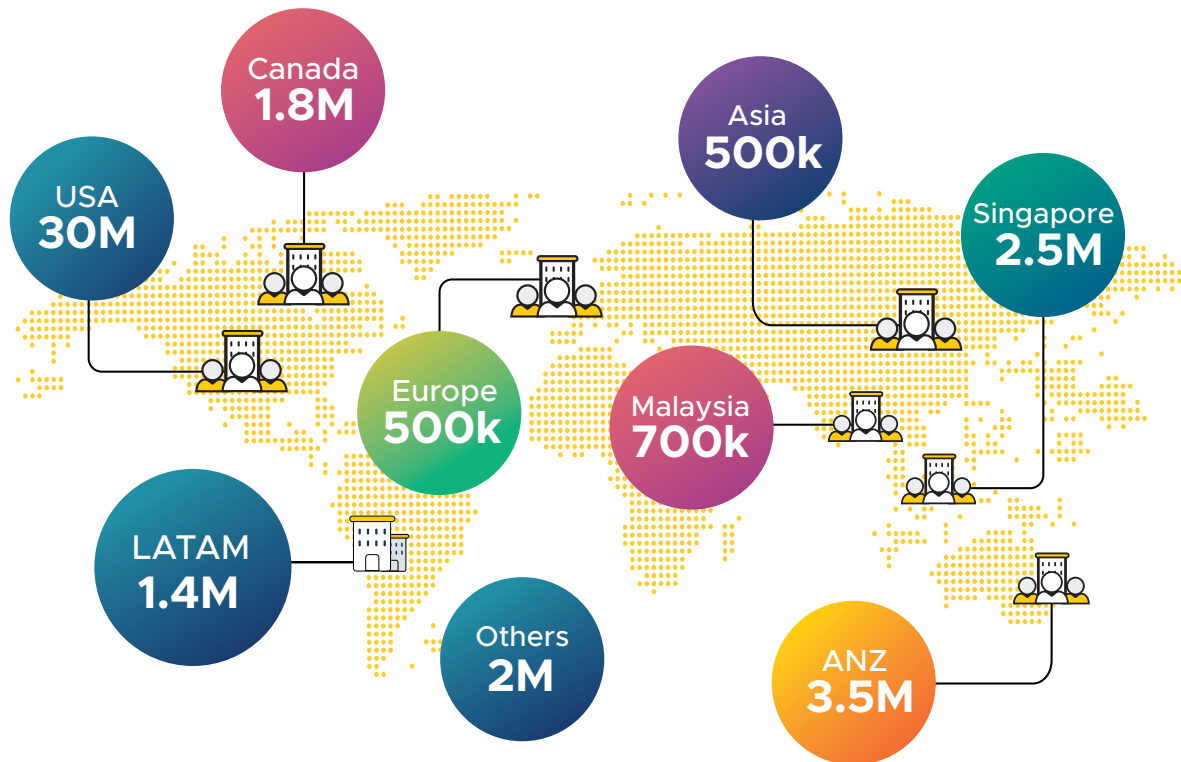
Filter by industry, location, company type, size, demographics, intent, tech stack, and company news/updates



We remain in compliance with the Data Protection and Privacy Acts:  
GDPR • TCPA • CCPA • PDPA • ACMA

# The Callbox Global Reach

Access a whole new set of customers and drive more revenue



Whether you want to grow your domestic efforts, expand to numerous territories, or focus on a particular location, Callbox has the resources to assist you:



Regional expertise  
and experience



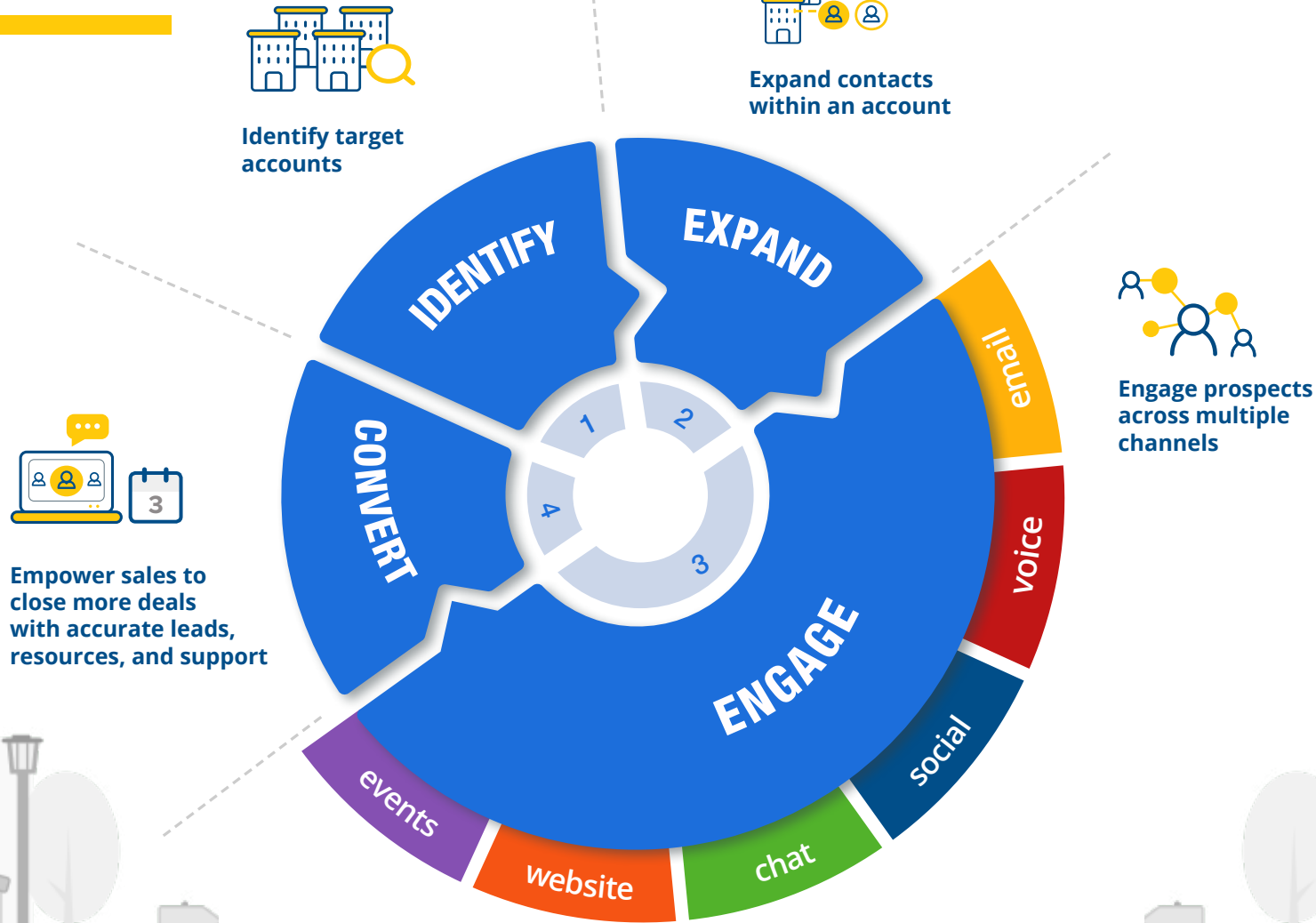
Multilingual support

ENGLISH SPANISH PORTUGUESE THAI FILIPINO  
VIETNAMESE BAHASA (MALAYSIA & INDONESIA)



Multi-continent  
coverage

# The Callbox ABM Process



**Our ABM Process Helps Our Clients Succeed**

### Voice

- 1. Call contacts to follow-up and introduce the product
- 2. Call online leads to qualify and book sales meetings



Make contextual calls to nurture potential leads using **SMART Calling** technology

### Social

- 1. Build and nurture connections with prospects on social media
- 2. Run drip social campaigns to move prospects closer toward conversion

### Chat

- 1. Qualify and convert website visitors with live chat
- 2. Welcome prospects with personalized greetings
- 3. Route website leads to sales

### Website

- 1. Display ads to target your ideal customers
- 2. Identify prospects and companies that visit your website
- 3. Capture leads and grow your database using contact forms

Create and Promote Landing Page with Contact Form

### Email

- 1. Send personalized emails to prospects and website leads
- 2. Send timely emails based on prospect interactions

### Virtual / Live Events

- 1. Promote the event
- 2. Facilitate the event
- 3. Measure the event's performance



# Callbox Webinar and Live Event Support

Connect with Potential Clients through your  
▶ **Virtual** or 🌐 **In-person** Event

Callbox helps you plan, run and manage virtual event campaigns. We can also help drive attendees or book meetings for live events whether you're hosting or attending.



## Promotion

- Email Templates ▶ 🌐
- Call Scripts ▶ 🌐
- Landing Pages & Forms ▶ 🌐
- Promotional Materials ▶ 🌐



## Hosting

- Practice Session ▶
- Speaker Introduction ▶
- Attendee Engagement ▶
- Q&A Moderation ▶
- Booth Traffic/Attendees 🌐
- Appointment Setting ▶ 🌐



## Reporting

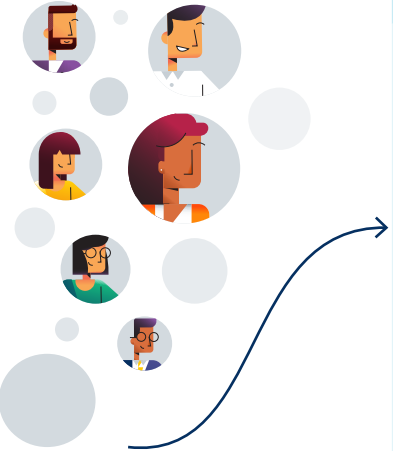
- Video Recording ▶
- Audience Feedback ▶ 🌐
- Q&A Report ▶
- Pre & Post-Event Metrics ▶ 🌐
- Attendees ▶
- Meetings ▶ 🌐



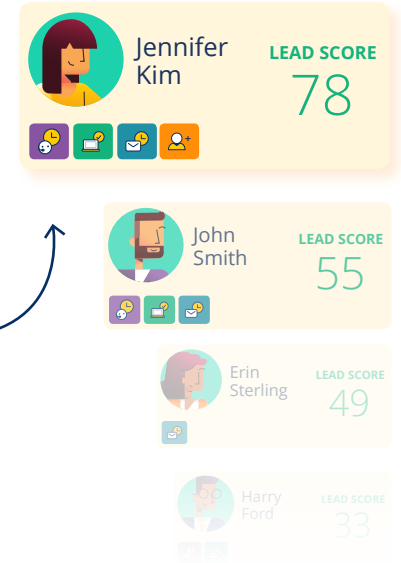
## Nurturing

- Identify good-fit prospects from registrants and attendees ▶ 🌐
- Convert registrants and attendees into sales meetings ▶ 🌐
- Connect with other relevant contacts within the company ▶ 🌐

Target Prospects



Target Prospects  
Prioritized by Lead Score



**SMART Calling** scores and prioritizes target prospects based on their engagement:


- Email Opens & Last Replies
- Recency of Last Call
- Social Strategy & Activities
- Website Visits



# Appointment Dossier

## Verizon Wireless

2239 Broadway  
New York NY 10024



Wednesday  
Aug 9, 2022  
3:30 PM PDT

### PROSPECT INFORMATION

#### Sam Parker

Managing Partner - Mobility Solutions

**Phone** 212.201.3325  
**Mobile** +1 646.980.4549  
**Email** sam.parker@verizonwireless.com

### COMPANY INFORMATION

**Website** www.verizonwireless.com  
**Location Type** Single Location  
**Industry** Telephone Communications  
**Annual Revenue** \$1B+  
**Employee Size** 10k  
**Description** Verizon Wireless offers wireless telecommunications services, devices, and solutions.  
**Business Profile Source** crunchbase.com/organization/verizon



### RELEVANT CONTACTS

**Diane Lynn**  
IT Director

**Phone** 212.387.2300  
**Mobile** +1 646.800.2517  
**Email** diane.lynn@verizonwireless.com

**Sarah Nguyen**  
Financial Manager

**Phone** 212.201.3325  
**Mobile** +1 646.515.1396  
**Email** sarah.nguyen@verizonwireless.com

**Todd Norman**  
CEO

**Phone** 212.441.6016  
**Mobile** +1 646.710.1643  
**Email** todd.norman@verizonwireless.com

### Agent Appointment Notes

#### LEAD COMPLETED

Received an Inmail from Sam expressing his interest about our services. He is interested to know and learn more about the product and see how we can be a benefit to their company. All necessary information can be sent to his email.

## See every touchpoint across all channels...

### on Pipeline

**91.5%** HOT  
100 Callbox 55 Campaign  
Date updated: May 11, 2022 8:33 PM

**Steve Pratt - New** (Lead Completed by SDR)  
June 7, 2022 1:00 PM  
Date updated: May 11, 2022 8:33 PM

Caller: Kristhy  
ONLINE MEETING

DATE: June 7, 2022  
TIME: 1:00 PM (WA Time) / 3:00 PM (VIC Time)  
DAY: Tuesday

COMPANY NAME: ThinkTech Software Solutions  
ADDRESS: 14th Street, Washington DC, USA  
PHONE NUMBER: +1 888 810 7464

CONTACT PERSON: Steve Pratt  
JOB TITLE: ICT Manager  
MOBILE: 61 4 301 4 5201  
EMAIL: stevep@thinktechsample.com

Q1: How do you currently manage your IT, is it in-house or outsourced?  
Answer: In house

If in-house: Are you open to evaluate external vendor to support areas of your IT?  
Answer: Yes

Q2: Are you looking to take advantage of the benefits available with cloud technologies?  
Answer: Yes at some parts are still on-premise

...

### CONTACTS

**New**  
Appointment Set by SDR  
Steve Pratt  
Jun 7, 2022 1:00PM

#### Touchpoints

- Connection Invite Sent  
Jun 6, 2022 3:53 PM  
connection invite sent
- Appointment Set  
May 11, 2022 5:02 PM  
Caller: Kristhy ONLINE MEETING DATE: June 7, 2022 ...
- For Follow-up with RC  
Oct 11, 2021 11:50 AM  
Steve Pratt is in a meeting. Callback
- Email Sent  
Sep 2, 2021 11:16 AM  
Considering IT Review for Next Fiscal Year?
- Email Sent  
Aug 31, 2021 11:14 AM  
Why IT assessment is important
- Email Sent  
Aug 30, 2021 11:14 AM  
Make your IT set-up a priority

### on HubSpot

Contacts | Actions

Activity | Notes | Emails | Calls | Tasks

Filter by: Filter activity (8/27) | All users | All teams

**webinar**

**Webinar**  
Josh Pryce attended the webinar: Sell the Webinar First, Your Product Second for an hour  
May 28, 2020 at 2:02 AM GMT+8

Post: Have you organized or hosted a webinar before?  
Josh Pryce: Yes  
Host: Which is your preferred Webinar Hosting Tool?  
Josh Pryce: Zoom

**Marketing Email**  
Josh Pryce (joshpryce@xyzsolutions) was sent (WEBINAR) Josh, you're invited to our webinar, Sell the Webinar First, Your Product Second  
May 19, 2020 at 1:15 AM GMT+8

Opens: 1 Clicks: 1

**Call**  
Hain't gotten back since he has to do some economic analysis.  
May 12, 2020 at 3:46 AM GMT+8

Outcome: Connected

**Form submission**  
Josh Pryce submitted Marketing Stats that Drive Top B2B Industries on The Savvy Marketer - B2B Marketing and Sales Blog - Callbox  
Apr 25, 2020 at 6:14 AM GMT+8

**For Follow-up with RC**  
Date: Aug 27, 2021 11:49 AM  
Notes: for FOLLOW UP, MQL

**Email Sent**  
Date: Aug 27, 2021 10:18 AM  
Notes: Buy your IT gear smarter!

**Reached Gatekeeper**  
Date: Aug 27, 2021 10:18 AM  
Notes: Dialed 61 4 3901 9405, reached voice mail of Steve Pratt (ICT Manager), Callback

**Reached Gatekeeper**  
Date: Aug 26, 2021 6:53 PM  
Notes: Steve Pratt (ICT Manager) still not available. We'll try next time.

**Appointment Set**  
Date: Jun 22, 2021 6:36 PM  
Notes: ONLINE MEETING (SQL) DATE: July 1, 2021 TIME: 9:30 AM (WA Time) 11:30 AM (AEST) DAY: Thursday

# What You Get When You Sign Up

## Your Team



Client Success  
Manager



Production  
Manager



Dedicated Sales  
Development Rep(s)



Email and Social  
Marketing Specialist



Research and  
Data Analyst



Quality Analyst

## Leads Management



Content  
Creation and  
Optimization



Database  
Access



Call  
Marketing



Email  
Marketing



Social Media  
Marketing



24/5\* Chat Support  
& Targeted Ads  
Campaign

\*chatbot on weekends  
and holidays

## Sales Enablement & Support



Pipeline  
Lead Nurture  
Workflows



HubSpot  
Marketing Hub\*  
and Sales Hub

\*optional



Onboarding  
and Training



Event Hosting /  
Appointment Setting  
and Confirmation



Back Office  
Sales Support



# Our Value To You

Services, people, and resources to help you grow your business

# Awards



**Global Leader for Lead Generation Services  
2021, 2019**  
Clutch



**Top 50 Outbound Call Center Services  
2019**  
The Manifest



**Top 10 in Top Lead Generation  
Companies of 2018**  
10SEOS



**Top 5 in Best Sales Lead  
Generation Services of 2018**  
business.com



**No. 1 in Sales Lead Generation Service  
2015, 2014, 2013**  
TopTenREVIEWS TechMedia Network



**Top 10 in Best Lead Generation  
2016, 2015**  
TopSEOs



**Best Sales Lead Generation  
Services of 2015**  
Comparakeet

# Clients



# What Our Clients Have to Say



## Anne Lin



Callbox has applied their ABM strategies to help our company generate leads in APAC regions, including SG, MY, TH, AU and so on. The main goal is to set up appointments with qualified leads to increase opportunities for business development.



## Joachim Fong

Callbox has provided us with satisfactory lead generating and lead nurturing services. They were instrumental in securing attendees for our events, scheduling client appointments and facilitating the sale of one of our benchtop systems.



## Monique Dicarlo

From the beginning, working with the Callbox team has been outstanding. Their team is well organized and eager to learn about our industry and goals. They are easy to work with and very responsive. Callbox helped us with webinar registrations and attendance and appointment setting.



## Tara Jafari

We have been a regular customer of Callbox for over five years and completely trust them with our outbound marketing and telemarketing efforts. We are impressed with the team's capability in managing our campaigns and delivering real leads and results.



## Jennifer Hudgens

Callbox have set meetings for me with my top target contacts leading to sales. Many are with new companies I have never contacted before!



## Eugene Alfaro

Callbox brings to us their end-to-end services from customer lists to helping to develop and refine the sales campaign. Even to running and operating our webinars.



## Cody Baird

Their transparent communication and ability to deliver on promises are key to great project management. 





LEAD MANAGEMENT SOLUTIONS

## Website

[www.callbox.com.sg](http://www.callbox.com.sg)

## Email

[sales@callbox.com.sg](mailto:sales@callbox.com.sg)

[info@callbox.com.sg](mailto:info@callbox.com.sg)

## Phone

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MY **+60 3.9212.5776**

USA **+1 888.810.7464 (Toll Free)**

**+1 310.439.5814 (Direct)**

Let's Talk!

click to email us or  
schedule a call

