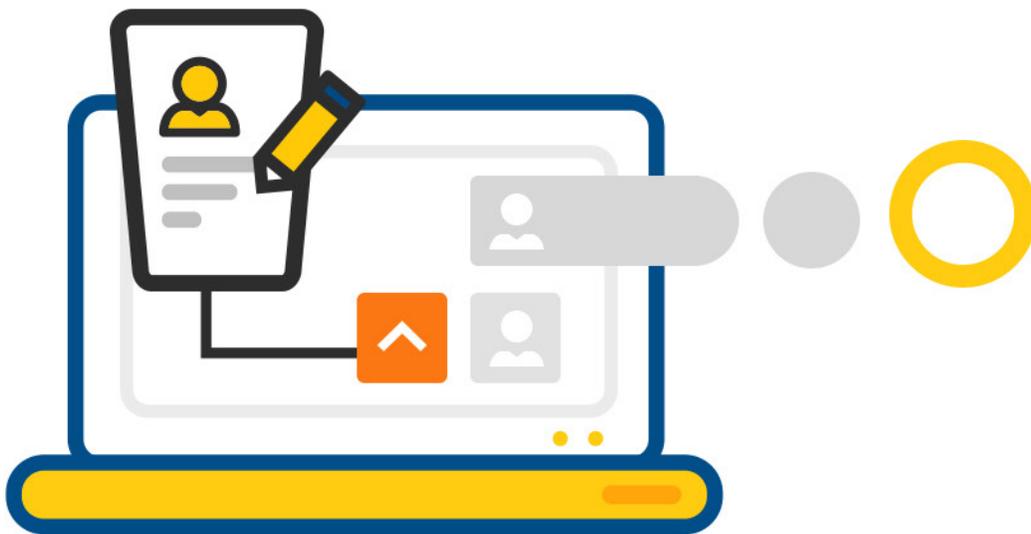


Appointment Setting / Lead Generation



Helping you close your next sale

More than 50% of a sales rep's time is spent researching and screening prospects. With more decision makers involved in a B2B purchase and a longer sales cycle, it's getting harder and harder to capture qualified opportunities at scale.

That's why generating high-quality leads always ranks as the top challenge for most B2B marketers.

But you don't have to be like most marketers...

Callbox handles the time-consuming tasks of finding and qualifying potential customers for you. By taking care of prospecting, we help you free up time and resources for your reps to nurture and sell more.

Plus, we do all of this using the team, tactics, and tools needed to drive solid marketing results:



1 Launch

a fully-managed, targeted campaign handled by specialists in your industry



2 Connect

with relevant decision makers using Callbox's massive data resources



3 Reach

prospects via inbound and outbound channels that impact the sales process



4 Convert

more leads into opportunities through well-timed touch points



5 Optimize

outcomes with our full suite of marketing tools



We focus on lead conversion, not just lead generation

Callbox lays the groundwork for your marketing and sales teams to exceed their growth and revenue goals. With our **Multi-Channel Account-based Marketing Process**, we do what it takes to ensure each opportunity we hand off is ready for the next step in the sales cycle—whether it's for further follow-up or the finishing touches of a sales deal.

1 Target Customer Selection and Profiling

We start by understanding your target market, then drill down on your ideal customer profile (ICP) to come up with a list of potential companies. We then identify and gather key information about every relevant decision maker that impacts the purchase decision for your offer in each organization.



2 Outreach Activities

Callbox combines phone, email, social media, online, and mobile channels to engage potential leads and capture their interest. We create a seamless, integrated one-on-one experience across these channels to put your offer in front of your target prospects.

3 Nurturing and Conversion

We don't stop at just a single touch point. Instead, we engage prospects through a nurturing cadence designed to move leads closer toward conversion, while qualifying them and collecting more information along the way.



Callbox brings you one step closer to your next closed sale. That's because we don't just look for leads—we find customers for you.

Contact us today and let's explore ways Callbox can get you more deals.

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