WE DELIVER

MEETINGS

Pursuit's Prospect Outreach Platform Delivers
Appointments Every Week

Pursuit

CONTENTS

WHAT'S WRONG WITH SDRS

A / SDRS COST A FORTUNE :

The average salary of a Sales Development Rep (SDR) is $65,000 in the United States. But wait, who is going to train the SDRs? What tools are they going to use? If you add the total earnings of an SDR plus the cost of training, benefits, sales tools and office space, the average cost per outbound meeting is $500.

B / SDRS ARE LAZY :

In today's saturated B2B environment, prospects are bombarded with emails and calls and it is difficult to cut through the noise. Acquiring new outbound meetings requires diligent research and a thoughtful approach.

Sadly, today most organizations rely on mass email campaigns that send high volumes of emails and return very low engagement from recipients. The alternative for most companies is to spend 3+ hours a day doing lead research, before there is any outreach. That's some very expensive data entry!

C / GOOD DATA IS HARD TO FIND :

30%

Over 30% of emails sent in email campaigns don't make it to the intended recipients. How can you expect a campaign to perform, when you eliminate so much of your opportunity before you even start?

At Pursuit, we understand that successful outbound starts with accurate data. So, we built our own email verification technology to ensure that our emails make it to their intended recipients.

Additionally, we recognize that executing a custom, personalized email and call campaign is hard to do at scale. So, we built a proprietary tool to scrape the web for information about a prospect to allow our outbound team to carry out individualized outreach at high volumes.

D / LACK OF FOCUS & TRAINING :

An SDR team can often lag in performance due to ineffective lead targeting, inefficient processes and inadequate tools. However, most organizations underperform because they expect their closing sales people to prospect their own meetings.

The main issue is focus. Outbound prospecting is a long and tedious task that requires a dedicated function. Asking your sales team to prospect and close deals prevents them from improving later stage skills that improve close rates and drive revenue.

INTRODUCING PURSUIT

THE COMPLETE SALES DEVELOPMENT PLATFORM

SYNOPSIS:

Pursuit finds prospects and schedules meetings for your sales team.

ABOUT US:

Utilizing his knowledge of sales software automation and experience with outsourcing M&A business development during the European Debt Crisis in 2009, T.J. created a sales development platform to provide companies with appointments without the pains of building an internal sales development organization.

By automating administrative tasks, implementing proven sales techniques and outsourcing to lower cost regions, T.J. found that Pursuit's sales development platform could provide more meetings than companies could produce on their own — at a fraction of the cost. Just like that, Pursuit was born.

Since then, Pursuit has expanded it's sales development platform to include email verification, data enrichment and personalization technologies. These software applications have helped our clients make decisions based on verified information, segment accounts and territories, and better understand their ideal customers.

Today, Pursuit continues to create innovative products and services with the goal of increasing prospect engagement and acquisition for our customers.

WHAT OUR CUSTOMER'S ARE SAYING :

"After buying stale leads lists for the past 10 years, it was great to finally find a vendor that goes to such great lengths for data integrity."
GRANT DASSO   (MOBI ROBOTICS)

"It's amazing that companies are still hiring SDRs when they could use Pursuit to produce qualified appointments at a fraction of the cost."
GARRETT BROWN   (MTS CLOUD SOLUTIONS)

OPERATIONS IN THESE LOCATIONS :

San Francisco

Philadelphia

Bangalore

Manilla

LEAD GENERATION

TARGETING & SEGMENTATION

A FIND PROSPECTS THAT MAKE IDEAL CUSTOMERS

Access Advanced Database & Segmentation Tools
Easily find prospects that meet your ideal customer profile.

Validate Market Segments & Buyer Personas
Analyze insights from campaign analytics separated by role and industry to discover greenfield segment opportunities.

Prospect Lead Scoring
Our team prioritizes your sales pipeline using machine learning on contextual segmentation data.

B AI TARGETING & SEGMENTATION

Go-To-Market Insights
Estimate your total addressable market for new products and verticals. Make strategic decisions based on quality data.

Territory Optimization
We can work within a defined territory or help you create cohorts in your total addressable market.

Import To CRM
All enriched data and insights are available for download to enhance the effectiveness of your marketing automation software.

LEAD GENERATION

EMAIL HUNTER & CONTACT ENRICHMENT

A EMAIL HUNTER

Find & Verify Any Business Email
Enter in the prospect's first name, last name and domain name and we will do the rest.

Upload Lead Lists in Bulk
Upload any .csv file containing domains and, optionally, names and get it back with emails added.

Multiple Verification Methods
Our software uses server validation, third party data providers, crawls the web, and uses other proprietary techniques to confirm contact information.

B CONTACT ENRICHMENT

Leverage A 500+ Million Contact Database
Our systems are automatically refreshed to prevent data decay and ensure our records are current.

Firmographic & Technographic Insights
Pursuit enriches prospect records with detailed information about the company and the technologies the company is using today.

Contact Identity Modeling
Our software provides detailed information about a lead including social media data, work history, news, blogs, interests and more.

PROSPECT OUTREACH

A MAKE OUTBOUND YOUR NEW INBOUND

Predictable Inbound Sales Opportunities
Our outbound sales automation provides you with meetings in your inbox every week. We book the meetings. You close the deals.

Personalized 1-to-1 Emails At Scale
We use our proprietary software to quickly identify identity attributes and send custom messaging that resonates to each unique personality.

Intelligent Value-Centric Sales Calls
Our extensive call training ensures that prospects receive phone calls that accurately communicate the value of your solution.

B 5X THE ENGAGEMENT OF TRADITIONAL CAMPAIGNS

Proven Sales Techniques
Our team incorporates proven sales methodologies into our playbook including Predictable Revenue, MEDDIC, WYWYN, and Sandler.

A+ Sales Development Team
Pursuit hires only 1 out of every 100 applicants and requires an extensive two month sales certification bootcamp for every new recruit.

A/B Optimized Outreach
Our campaign managers analyze performance results every week to optimize email messaging, cadence and call scripts.

B HIGHER PRODUCING & LESS EXPENSIVE THAN SDRS

20% of the Cost of Internal SDRs
Geographical efficiencies and software automation allow us to provide you with more meetings than you can generate on your own at a lower price.

No Administrative Headaches
Don't waste money unnecessarily on salary, office space, insurance, training, sales tools, databases and other expenses.

Real-Time Feedback Loops
Reoccurring surveys and performance reviews ensure that our sales development and customer success teams serve you better each week.

REPORTING & ANALYTICS

ENTERPRISE REPORTING & ANALYTICS

Dedicated Account Manager

Data-Driven Campaign Intelligence
We use machine learning insights across customers to identify effective approaches, build personas and optimize email/call timing.

Defined Metrics & Accountability Goals
Clients have full visibility and involvement into all prospect outreach and can easily track performance against targets.

Weekly Performance Reports
Extensive analytics are provided on emails, open rate, responses, calls, meetings and other factors contributing to campaign success.

Why Outsource Your Sales Development to Pursuit?

A — SDRS COST A FORTUNE
Due to efficiencies in operational processes, software and geographical distribution, Pursuit's scalable outreach program is able to deliver better results than traditional SDRs at 20% of the cost.

B — SDRS ARE LAZY
Pursuit couples outreach automation with proven personalization techniques to deliver 5x the results of traditional SDR campaigns.

A — GOOD DATA IS HARD TO FIND
At Pursuit, we understand that successful outbound starts with accurate data. So, we built our own email verification technology to ensure that our emails make it to their intended recipients.

B — LACK OF FOCUS & TRAINING
Pursuit allows organizations to specialize sales functions so that they can focus their time and effort into closing qualified opportunities.

Mobile Interface Design
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User Experience
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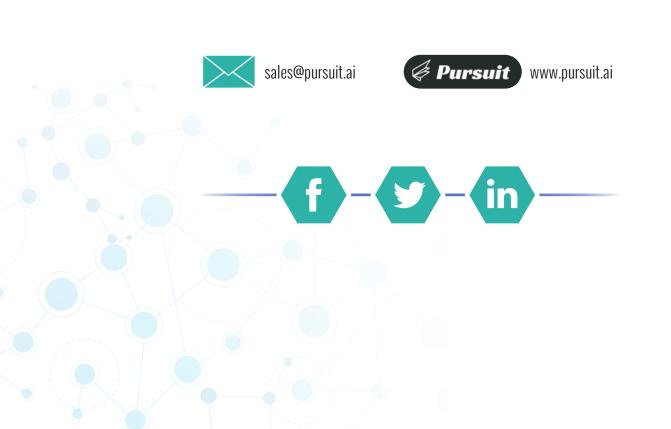
Web and Mobile Development
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Project Strategy
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PLANS & PRICING

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GET OUR CHROME EXTENSION!

(Appendix)