

MidAtlantic Business Management

**“AI Powered’ B2B
Marketing Platform!”**



TeleCalling, Data Append & Contact Discovery, Cold Calling Services

Creating Sales Opportunities

Midatlantic B2B is a demand generation company servicing North America and Europe with offices in Morrisville NC and Nagaland India.

We get you to the highest-level executives with the best quality meetings so you can create sales pipeline opportunities

Our Business Development Reps (BDRs) work with you to understand your territory and your prospects

We incent our BDRs to produce high quality meetings

Your Messaging To Prospects:

Midatlantic B2B and your organization met to define the message/value proposition.

We have reviewed materials sent to us.

We reviewed the list of departments , areas of responsibility and titles to target. We set appointments with Director-Level or higher targets, unless we are referred to a manager from this Director+ level who has responsibility for your offerings.

We add contacts to your company names from our own database, Zoom, LinkedIn and various other sources and load the list into our system for our BDRs.

Key Points to remember:

- Ensure you are not calling on the same companies as we do not want to stumble over each other.
- Ensure your list includes well thought out target companies.
- Be sure to discuss with your BDR any territory restrictions.

Meeting Concierge

Midatlantic B2B deliverable is the meeting. All Communication with prospects remains with Midatlantic B2B until the meeting takes place.

Let us handle all scheduling and logistics including your own schedule changes. Our BDRs are skilled at managing meetings to occur and they have the time to do it. We Verify all contact information and reviews the meeting details for accuracy.

Confirmations – Meetings are confirmed in advance, and you will be notified of any changes.

No Shows – If a prospect does not attend the meeting, call your BDR asap. They will hunt the prospect down and the meeting still may occur.

Midatlantic B2B will connect you with prospects. All you need to do is attend the meeting and sell!!

About Us

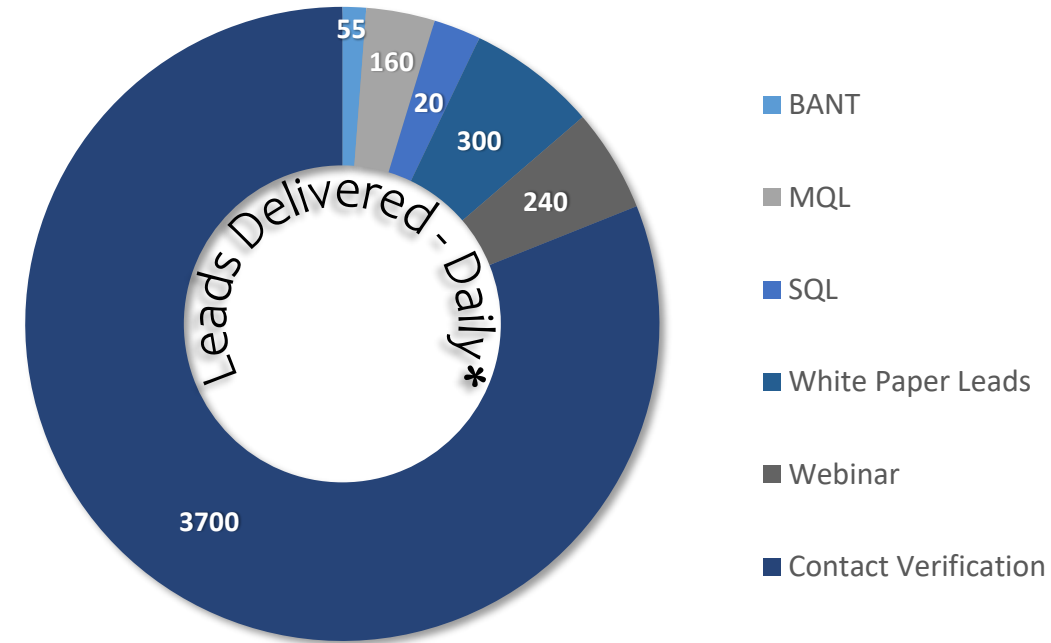
With experienced Staff, we are capable to get high quality leads delivered within provided timeline.

Our current Weekly stats (Q1+Q2+Q3+Q4:2021 average performance):

1. BANT : 45 Leads
2. MQL: 160 Leads
3. Appointments: 20 Leads/Week
4. Whitepapers: 300 Leads
5. Webinar: 240
6. Adding Data Contacts: 3700 Leads

- B2B Experienced staff.
- About 78% Direct contact numbers for better reach (via Salesintel & Seamleass.ai).
- Specialized team for Webinar registrations.
- Dedicated team for BANT projects.
- Dedicated teams working 24x7.
- Dedicated QA for every 10 agents.
- A 7-layer quality check on every lead.

* Weekly Stats



350+ Dials per agent



14+ Right party conversations per agent



54 Live agents & adding average 10 new every month.

Customer Acquisition & Tele Marketing Efforts



Tele-Sales

- Appointment Setting & Lead Qualification
- Retention and upgrades
- Tele-selling
- Webinar Registrations + 2 Reminder calls
- White Paper/Reports
- Sales Leads
- Tele-Marketing/Cold Calls

Account Based Marketing

- TAL/ABM Cold calling
- ABM Lead Generation
- Survey for events & products
- Subscriptions surveys

Our Other B2B Marketing Services



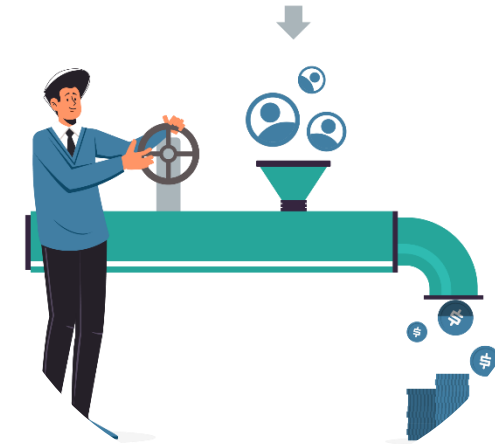
B2B Data Research

- Building Lists
- Data Append
- B2B Data Discovery
- CRM Data Cleansing
- Data Verification
- ABM Data Verification



Customer Acquisition Services

- White Paper Lead Generation
- Lead Qualification
- Event Marketing
- LinkedIn Marketing
- Account Profiling

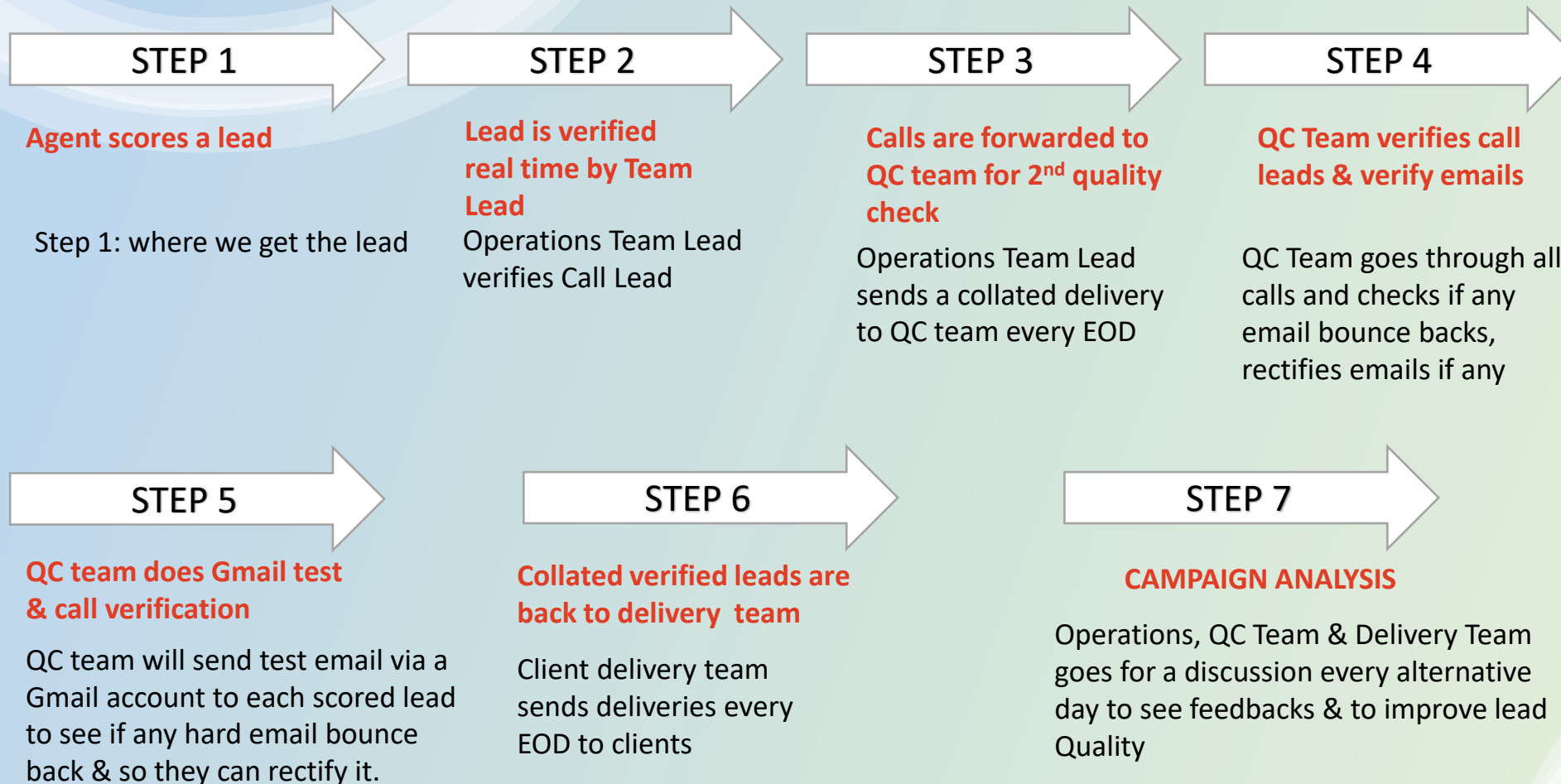


Tele Marketing

- Appointment Setting
- Sales Leads
- Event Marketing
- Webinar Registrations
- Cold Calling Services
- ABM/Lead generation

OUR QUALITY PROCESS

SEE HOW WE MAKE YOUR JOB EASIER AND DELIVER SUPERIOR RESULTS.



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About Us

With global presence, we are flexible & compliant with the local laws. This enables us to comply industry laws, make necessary agreements & makes us accessible, reachable & connected to clients easily.

- 705-14 Keystone Park Drive, Morrisville NC, 27560, United States
- HN #324, Fellowship Colony, Circular Road, Dimapur, 797112 Nagaland



- Headquartered in Nagaland, Midatlantic B2B works with Global Businesses, with offices in Unites States, Canada & working towards setting up an sales office in London (UK).
- Compliant with **FDCPA**, **HIPPA**, **CCPA** & **CANADA-SPAM**
- Strong GDPR policies to serve **European Union** and the European Economic Area.



Quality! Guaranteed!
THANK YOU!



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“An AI Powered – B2B Demand Generation Platform” For more information on how we can provide you a strong B2B pipeline, call/email us now. Visit us on web : <https://midatlantic-bps.com>

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