YOUR MARKET. OUR GTM REVENUE ENGINE.

Experienced BDRs · Phone-Led Prospecting · Qualified Conversations · Attended Meetings

Insource Leads combines experienced U.S.-based Business Development Representatives, coordinated prospecting channels, and a specialized GTM strike team to develop sales opportunities for complex B2B products, platforms, and services.

01 · OUR HISTORY

A Decade of Complex B2B Prospecting

DIFFERENT MARKETS. DIFFERENT SOLUTIONS. ONE PROVEN GTM DISCIPLINE.

Our historical client engagements span enterprise technology, specialized industrial solutions, financial services, human capital, professional services, and numerous other complex B2B markets.

This experience informs how we define target accounts, identify decision-makers, develop prospecting conversations, navigate complex buying environments, and qualify opportunities.

Every program is built around your offering, ICP, buyer personas, and meeting-production objectives.

02 · YOUR GTM STRIKE TEAM

One BDR. A Specialized Team Behind the Execution.

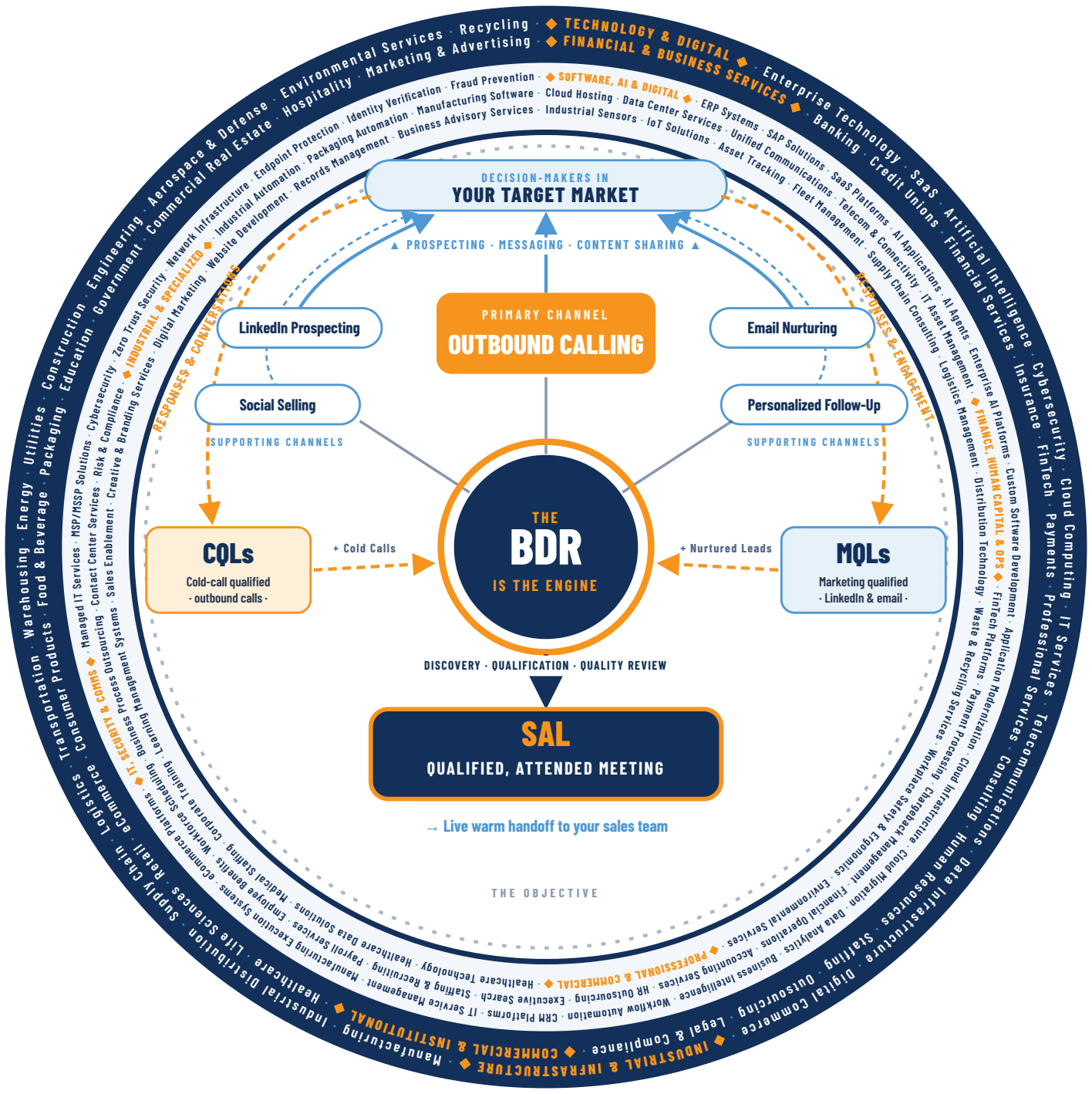
The BDR is supported by an integrated team of GTM professionals responsible for strategy, prospecting infrastructure, quality, and production performance.

- GTM Strategy & Program Leadership
- BDR Management & Sales Coaching
- ICP/TAM Research
- Prospect Data Sourcing & Enrichment
- LinkedIn & Social Selling
- Email Nurturing & Content
- CRM & Dialing Technology
- Conversational Intelligence & AI
- Quality Assurance
- Performance Analytics & Client Success

The result: coordinated execution, continuous campaign refinement, and accountability for meeting production.

OUTER RING
Industries
we market to & on behalf of

INNER RING
Solutions
products, platforms & services we've represented



03 · THE INSOURCE LEADS BDR PROFILE

Experienced Hunters. Not Script Readers.

Our U.S.-based BDRs are outbound sales professionals with **10+ years** of experience in executive prospecting, relationship development, lead nurturing, and meeting production.

OUR BDR SELECTION PRIORITIES

- Complex B2B Sales Experience
- Strong Business Acumen
- Executive-Level Communication
- Consultative Discovery
- Active Listening
- Technical Learning Ability
- Objection Handling
- Persistent Follow-Up
- CRM Discipline
- Coachability
- Professional Representation

The BDR doesn't simply book the meeting. The BDR participates in the introduction and completes the warm handoff.

04 · THREE WAYS TO BUILD YOUR PIPELINE

Programs

01 | MANAGED GTM SERVICES

Phone-Led. Multichannel. Fully Managed.

Dedicated BDR execution, cold calling, LinkedIn prospecting, social selling, and email nurturing — delivering attended warm-handoff meetings.

02 | MEETING-BASED BILLING PROGRAM

Cold-Calling-Led. Defined Meeting Production.

Experienced BDRs produce an agreed quota of qualified, attended meetings with documented criteria and meeting-based terms.

03 | LINKEDIN GTM PROGRAM

Targeted Connections. Conversations. MQL Development.

Designated professional profiles build target-market connections and generate MQLs — standalone or alongside broader GTM execution.

THE GTM CONVERSION PROCESS ICP & TAM Definition → Target Account Intelligence → Outbound Prospecting → Live BDR Conversations → Discovery & Qualification → Prospect Nurturing → Meeting Quality Review → Qualified, Attended Meeting → Live Warm Handoff

POWERED BY Client-Specific Playbooks · Modern Parallel Dialing · AI-Assisted Conversational Intelligence · Human Quality Control · Sales Coaching · Performance Analytics

MQL · Marketing Qualified Lead
A lead resulting from email nurturing and LinkedIn prospecting.

CQL · Cold-Call Qualified Lead
A lead resulting from outbound calls made by the BDR.

SAL · Sales Accepted Lead
A delivered meeting — qualified, attended, and warmly handed off.

YOUR SOLUTION DESERVES MORE THAN AN APPOINTMENT SETTER.

Put an experienced, phone-led GTM revenue engine behind your next stage of growth. Define Your Market. Build Your Program. Start the Conversations.

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