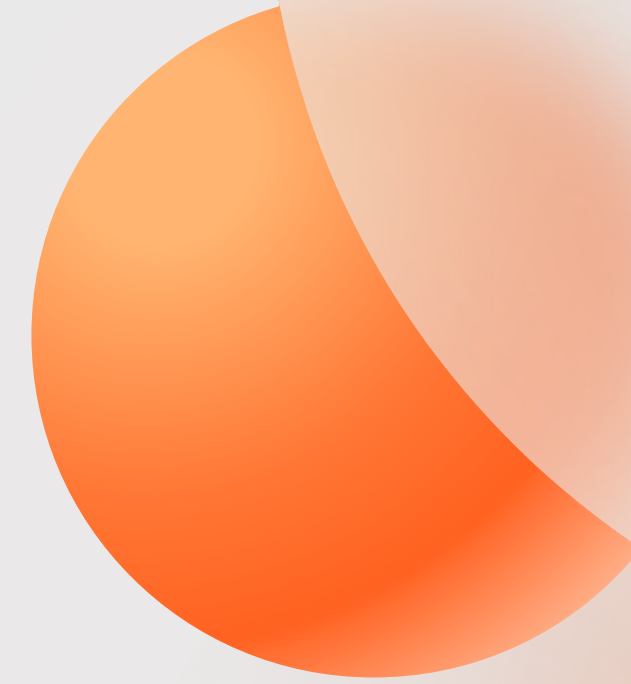




Omnichannel B2B pipeline creation

**Take your entire funnel under  
control to grow your sales**

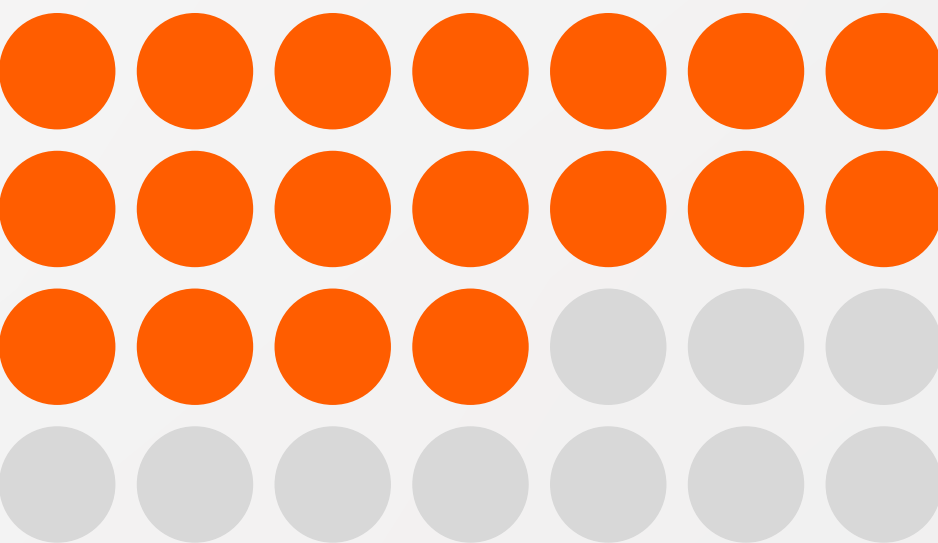


# The sales world has changed

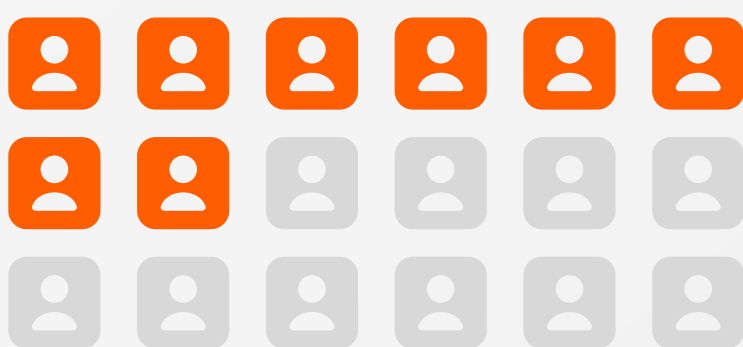
57%

of companies

failed to build pipelines in 2023



[According to Go-to-market benchmarks report 2024 ↗](#)



At least

40%

of U.S. CEOs

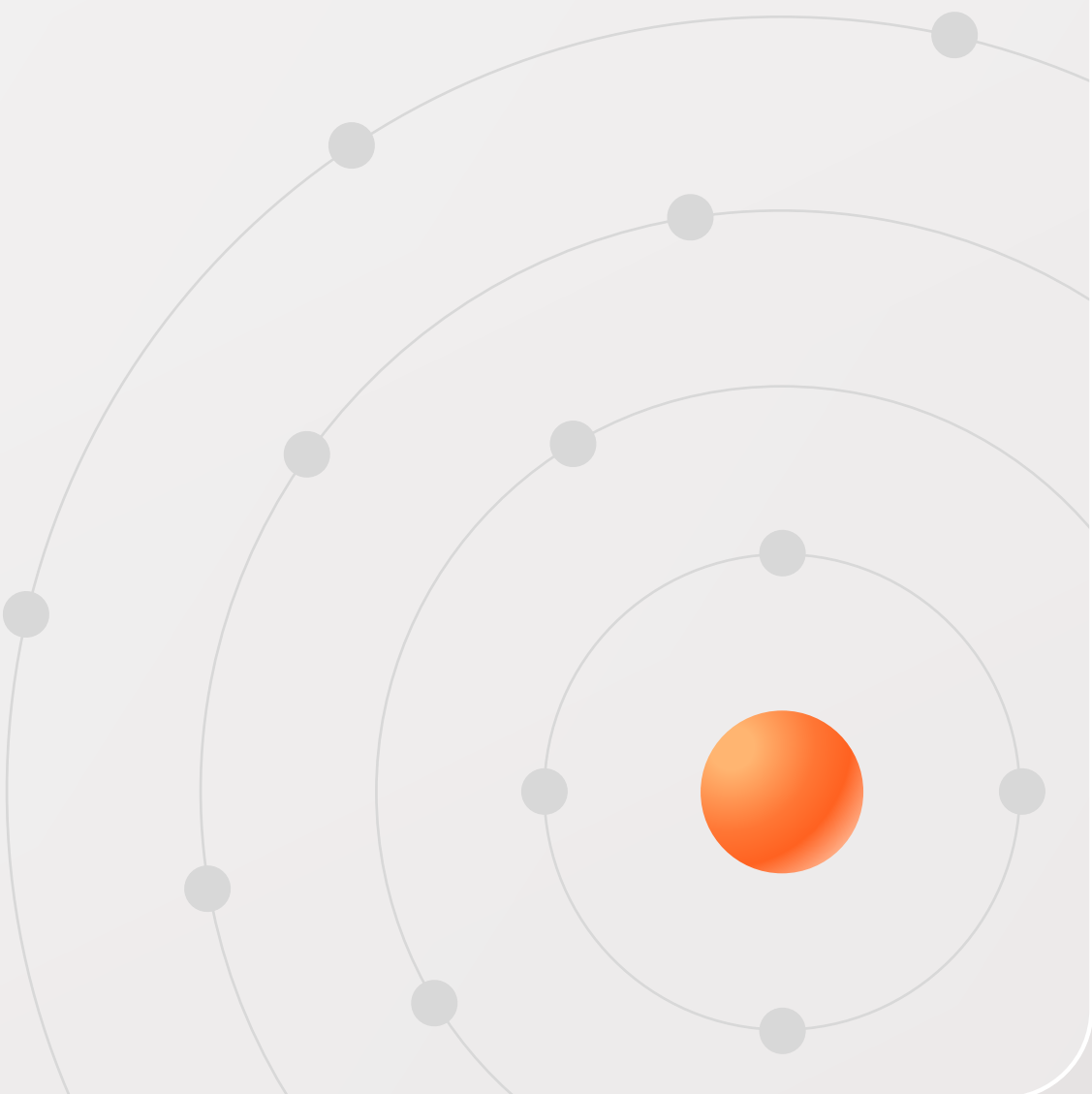
expect to solve revenue and sales growth issues in the first place

[According to Emarketer's "The Role of Today's CMO" ↗](#)

60+ touchpoints  
across  
3+ channels

are required for a B2B buyer to make a purchase

[According to Dreamdata's "8 must-know B2B benchmarks" ↗](#)



# The B2B sales struggle is real

Do these challenges sound familiar?



Sales and marketing teams operate in isolation, **hindering overall performance.**



Meeting sales quotas **takes 6-12 months** an unacceptably long timeframe.



Broken sales processes lead to poor lead quality, **lost deals, and missed targets.**



Your team **lacks knowledge** in developing comprehensive omnichannel strategies.



Your revenue growth is **lagging 2-3 times behind projections.**



Your sales team is struggling to acquire and convert a **steady stream of ICP leads.**

# Belkins' success formula

## Comprehensive expertise

A full-service agency with savvy outbound experts and top tools



## Swift implementation

Only 8-14 days of launch secure effortless start and faster results



## Personalized omnichannel plan

Proven best practices from 1,000 projects tailored to your business case



## End-to-end support

360° guidance, from strategy mapping and lead sourcing to deal closing

## Accelerated pipeline

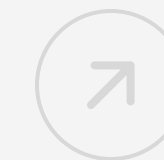
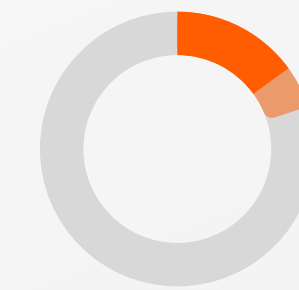
**Generate 100-400 or more new qualified opportunities**  
in the first year and increase your sales by 25-50%.

# Why omnichannel?

B2B pros across the world chose customer-centric, cohesive outreach through a range of channels:



Compared to single-channel sales, omnichannel shows better results:



**15-20%**

Higher conversions



**15%**

Higher average contract value



**20%**

Lower customer acquisition costs



**50%**

More revenue growth

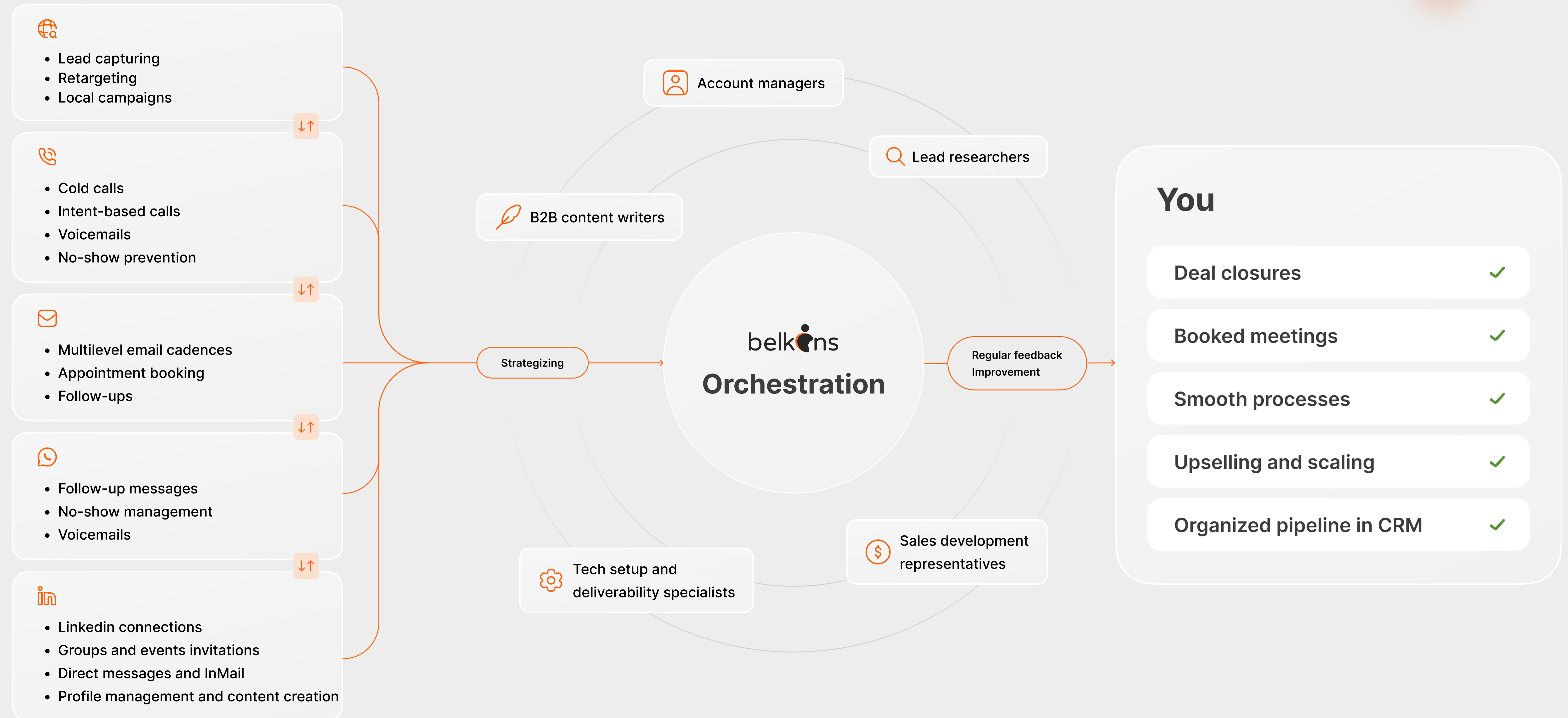
# How your funnel will look in 1 year with Belkins



\* Average yearly outcomes.  
The results depend on multiple factors.

# How omnichannel works

## Channel mix



# The impact we make that sets us apart

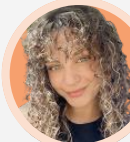
**A dedicated team**  
acting as an extension of your own



IT & Deliverability specialist



Dedicated research analyst



Content creator



Sales development representative



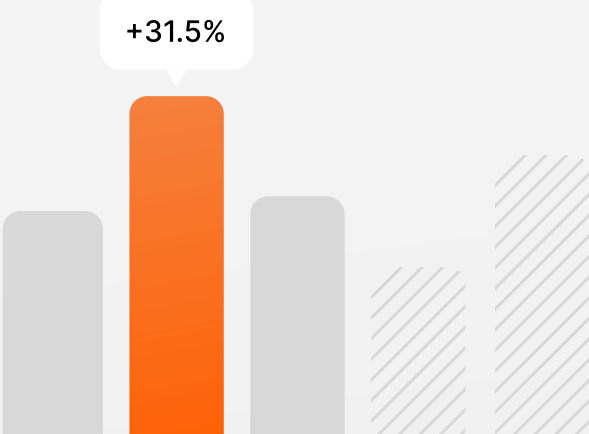
Account manager

Expertise of

**300+  
PROS**

who understand  
your industry

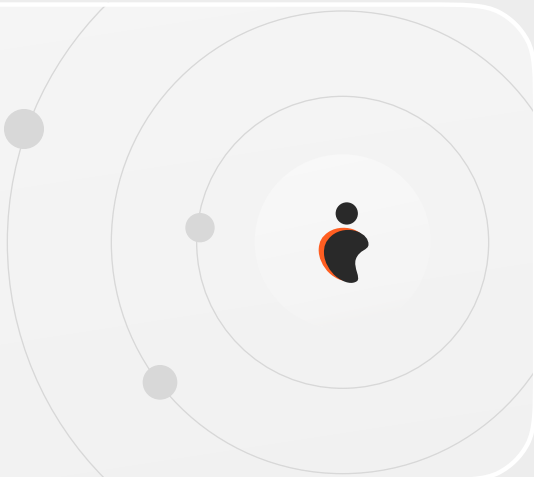
**Clear visibility**  
into revenue growth factors



**Deep outbound  
7-year expertise**  
for proven results



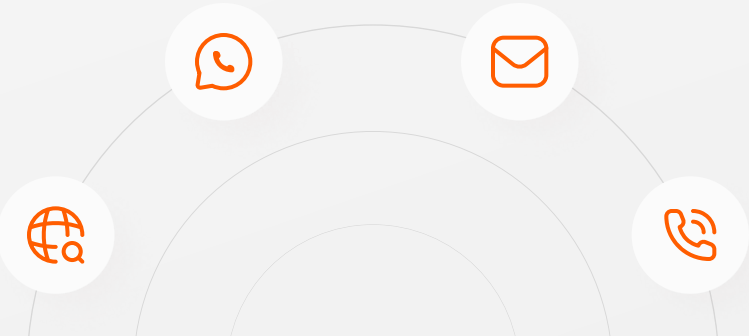
**Seamless collaboration**  
between your sales  
and marketing teams



Only **targeted, verified,**  
**and perfect-fit leads.**



**Full-spectrum digital  
marketing support**



**Comprehensive tech stack**  
without added costs

HubSpot

Reply

Folderly

in SALES NAVIGATOR

zero bounce

Apollo.io

**Data-driven precision**  
and rapid adaptation

# Engagement plans designed by you

| Growth                              | Growth <b>Plus</b>  | Enterprise                          |
|-------------------------------------|--------------------------------------------------------------------------------------------------------|-------------------------------------|
| <div>100+</div> Yearly appointments | <div>200+</div> Yearly appointments                                                                    | <div>400+</div> Yearly appointments |

|                             |              |               |                  |
|-----------------------------|--------------|---------------|------------------|
| Monthly subscription        | From \$7,995 | From \$13,900 | *Ask for pricing |
| One time setup fee          | \$1,800      | \$3,000       | *Ask for pricing |
| Any additional service      | 10% off      | 15% off       | 20% off          |
| Processed monthly prospects | 1,500        | 3,000         | 4,500            |
| Email outreach              | ✓            | ✓             | ✓                |
| LinkedIn outreach           | 2 accounts   | 3 accounts    | 4 accounts       |
| Calling                     | ✓            | ✓             | ✓                |

 Additional services available per request

- SMS / Messenger
- Marketing amplification
- Account-based marketing
- Paid advertising
- Social media

Regardless of the plan you choose, all our services include: outreach strategy development, audience research and TAM analysis, lead list building, sales copywriting, appointment booking, no-show recovery, and comprehensive reporting.

# Add-on services to scale your results

## Marketing amplification

★ Most popular

Flexible budget for scaling outreach when the optimal omnichannel mix is still being determined. Funds can be allocated to video, webinars, paid ads, social media, and other initiatives as part of the strategy developed with your Account Manager.

From \$3,000/mo

## HubSpot CRM integration

CRM audit, data hygiene, pipeline optimization, automation setup, reporting dashboards, and tool integration.

\$125/hour

## Inbound appointment setting

Qualification, follow-up, appointment booking, and CRM recording for all inbound leads. Systematic reengagement included.

\$7,995/mo

## Paid advertising

Targeted campaigns across Google Ads and social platforms, activated at key buyer journey touchpoints.

*\*Client covers ad spend of a minimum \$5,000*

\$3,000/mo +\$5,000 one time setup fee

## Social media content creation

8 monthly posts with visuals, promotion, and full account management.

From \$3,500/mo

## Promotional video development

30-second to 60-minute promotional and educational videos, including podcast editing.

From \$500/video

## Webinar development

End-to-end quarterly webinar execution: deck, landing page, promotion. Typically 200-300 qualified registrants. 3-month timeline.

\$10,000/event

## Sales enablement

Dedicated SDR for pipeline management and lead nurturing.

\$1,250/mo +\$1,500 one time setup fee

## SDR outsourcing

Full-time dedicated SDR management (480 hours/month) with team support in North America, Europe, or Asia.

From \$45/hour

## GTM strategy development

Market research, messaging approach, channel mapping, customer journey, budget, and 12-month pipeline forecast for new product launches.

From \$5,000/mo

## Sales or marketing consulting

4 hours/month of one-on-one strategy sessions with Belkins leadership.

From \$2,000

# Enterprises and mid-size companies who succeeded with Belkins



Company size: 10,000+

**93**

appts. in 13 months

**\$1.5M**

closed-won deal size

**\$3M**

expected revenue from pending opportunities

[more info ↗](#)



Company size: 201-500

**330**

appts. in 15 months

**120%**

outperformed KPIs

**22,500**

leads added to the pipeline

[more info ↗](#)

Berkeley  
UNIVERSITY OF CALIFORNIA

M MOLE STREET

GE General Electric

DK DIGITAL KNIGHTS

Driveline

SEKISUI

IGS

BAGCORP  
Integrity Delivered

ORDWAY

ami

ValueLabs

born & bred.

smartrek

OTH.iQ

CitrusAd

TEXAS  
ASSOCIATION OF  
BUSINESS

CENGAGE

**Clutch** 4,9 ★ ★ ★ ★ ★ [230 reviews ↗](#)

**G2** 4,8 ★ ★ ★ ★ ★ [93 reviews ↗](#)

We're proudly called the top-rated and most reviewed appointment setting company in the U.S.

During the partnership so far, we booked 93 calls, most of which were with well known global brands and retail.

[Peter Sher ↗](#)

VP of Sales

I can't say enough good things about Belkins. They're ethical, transparent, effective, intentional in their approach, and a pleasure to work with.

[Brendan Walsh ↗](#)

Chief Executive Officer

In just five months, they secured 84 qualified appointments, with an incredible 31 appointments booked in the final month alone - that's double our initial target.

[Jack Brown ↗](#)

VP Growth

"Belkins showed a high degree of flexibility and adaptability and always worked closely with us to ensure that we achieved our goals."

[Hiro Masumoto ↗](#)

Senior Manager of Business Development

They were able to schedule 35-40 calls for us in a 6-month period, all new organizations to our company. Many of the leads were great connections.

[Jen Peterson ↗](#)

Director

60 confirmed appointments with qualified leads achieved so far. We are satisfied with the overall collaboration and the quality of leads generated.

[Valeria D. ↗](#)

Marketing Specialist

# Ready for the next steps?

Fill out the [ICP ↗](#) and [value prop ↗](#) questionnaires  
to get TAM analysis and, potential deliverables,  
and the final quote.