

BD AcceleratorSM

Rocket Fuel for Your Business Development Program

Identifying and engaging high potential new business prospects is essential in today's ultra-competitive market. Unfortunately daily business requirements and limited internal capabilities hinder many organizations ability to strategically fill their new business pipeline with high potential leads.

Introducing Ascension BD AcceleratorSM, a strategic way to augment your internal sales and business development team with targeted market and prospect level contact information.

An Objective View of Your Addressable Market

Ascension consultants apply BD AcceleratorSM principles to objectively identify high potential new markets that strategically align with your company's product and/or service offerings.

Our proprietary program provides the essential insights and executive level contact information essential to drive targeted new business prospecting programs:

Industry Identification– SIC + NAICS code level industry identification consistent with client growth targets

Market Sizing/Segmentation– Strategic insights and granular perspectives into specific industry verticals

Strategic Prioritization– Recommended go-to-market priority based on weighted value index formulas

Insider Perspectives– Strategic insights obtained from senior executives in identified high potential industries

In-depth Industry Detail– Critical industry information for use in pre-call sales planning/preparation

Value Propositions– Individualized positioning strategies to align with target market requirements



A Focus on Growth Markets that Drives Impact

Ascension BD AcceleratorSM uses secondary analysis, targeted executive interviews, online research tools, and industry-specific databases to create the actionable business intelligence your internal rainmakers require to be successful!

BD AcceleratorSM is powered by a dedicated team of Ascension researchers who focus on specific markets and key business segments required to fuel your sales pipelines.

Take the First Step to Accelerated New Business Development

BD AcceleratorSM amplifies your ability to identify and target new high potential growth markets. It arms your front line sales and business development teams with the essential industry and executive level information they need to successfully prospect new revenue opportunities.

Contact us to learn how Ascension can help you enhance your sales and business development programming with targeted and actionable marketplace intelligence.

For more information on BD AcceleratorSM contact Jip Bush at jinglis@ascensionstrategy.com or call 404-250-4547.