



Turning Interest Into Sales-Ready Conversations with PMG B2B

The Issue

- Agencies pass bulk CPLs to sales - poor conversion
- No clear qualification frameworks - pipeline slows

PMG B2B Solution

- BANT Leads - budget, authority, need, timeline validated
- HQLs - driven by behavior & intent signals
- SQLs - televerified + sales-ready
- B2B Appointment Setting - direct calendar placements with verified buyers
- Continuous Feedback Loops - recalibrating lead quality every week

PMG delivers not just leads, but conversion-ready opportunities.

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