

# Who to send BlueChimp — and *who not to*.

BlueChimp finds companies showing buying intent right now, then shows which people in that company's own LinkedIn network can open the door. The product only works when the customer already has a network worth mining. That single fact drives every filter below.

## The five conditions

All five have to be true. A prospect missing any one of them will churn inside a quarter, which costs you more in credibility than the referral is worth.

|    |                                                                                                                                                                                                                       |
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| 01 | <b>They sell B2B to named accounts.</b><br>A finite list of companies they'd love to land — not walk-in traffic, not consumers, not whoever fills out the form.                                                       |
| 02 | <b>Someone on the team has a real LinkedIn network.</b><br>At least 1,000 followers, plus a list of 20+ current or 20+ former customers to match against. This is the fuel. No network, no warm paths, no product.    |
| 03 | <b>One deal is worth more than a year of the tool.</b><br>Practically: average deal size of \$10K+, or a customer who stays for years. At \$299/mo, a single closed deal has to make the math obvious.                |
| 04 | <b>A named human owns pipeline.</b><br>Founder, head of sales, or an AE — someone whose week already includes prospecting. BlueChimp ranks the list; a person still sends the note.                                   |
| 05 | <b>Warm intros already work for them — they just can't do it on purpose.</b><br>The classic line: "our best deals all came through someone we knew." They have the instinct and no system. That's the buying trigger. |

## Shape of the company

| DIMENSION    | SWEET SPOT                                                               | STILL WORKS                                                    |
|--------------|--------------------------------------------------------------------------|----------------------------------------------------------------|
| Headcount    | 10–250                                                                   | Solo consultant up to ~1,000                                   |
| Revenue      | \$2M–\$50M                                                               | Pre-revenue if well-networked and funded                       |
| Revenue team | 2–15 people                                                              | A founder selling alone                                        |
| Average deal | \$10K–\$150K                                                             | Lower, if the customer stays 3+ years                          |
| Sales cycle  | 30–180 days                                                              | Anything with multiple stakeholders                            |
| Geography    | North America                                                            | UK / ANZ                                                       |
| Sectors      | B2B SaaS, professional services, agencies, fintech & insurance, staffing | Industrial and equipment sellers who work a named-account list |

## Reading the room

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
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| <p>SAY THE NAME BLUECHIMP</p> <ul style="list-style-type: none"><li>• <b>"Cold outreach stopped working."</b> Reply rates fell off a cliff and they're adding volume to compensate.</li><li>• <b>They just hired their first salesperson.</b> New AE, no network of their own, needs the founder's.</li><li>• <b>Fresh funding or a new territory.</b> A target list exists and nobody knows where to start.</li><li>• <b>"I know someone who knows someone."</b> They believe the path exists but can't find it in 4,000 connections.</li><li>• <b>A CRM full of stale accounts.</b> They're already paying for the data and not acting on it.</li><li>• <b>Fractional CROs and sales consultants.</b> They run this play by hand for every client — the highest-conviction referral in your network.</li></ul> | <p>SEND THEM SOMEWHERE ELSE</p> <ul style="list-style-type: none"><li>• <b>B2C, retail, local services.</b> There is no named-account list to monitor.</li><li>• <b>Small transactional deals.</b> Under ~\$2K with no expansion, the tool can't pay for itself.</li><li>• <b>Under 1,000 LinkedIn followers,</b> or no list of 20+ current or former customers. Condition 02 fails and nothing downstream works.</li><li>• <b>"Just get me 50,000 emails."</b> They want a data broker. BlueChimp deliberately isn't one.</li><li>• <b>No ICP yet.</b> Pre-product, still deciding who they serve — too early. Revisit in two quarters.</li></ul> |
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## Three people who buy

FIT

STARTER · \$99/MO

### The founder-seller

Under 20 staff, still closes every deal personally, network is their single biggest asset and their most disorganized one.

*"My calendar is the bottleneck. I need the ten right conversations, not a hundred."*

FIT

GROWTH · \$299/MO

### The head of sales

Two to eight reps, a real number to hit, a CRM in place. Wants a repeatable motion, CRM export, and buyer identification.

*"My reps are burning the day on cold lists. Their referrals close three times faster."*

FIT

DEALFLOW · \$699/MO

### The revenue leader or consultant

Runs the motion across a team or a client roster. Wants multi-user access, priority signals, and Apollo/CRM integration.

*"I want to know the moment an account goes hot and exactly who can call them."*

Enterprise is custom (API access, private enrichment, white-label). **Intent Monitor** — a weekly sweep of a client's own target-account list that emails a surge digest — is included with Dealflow. Otherwise it runs as a one-time or quarterly download, starting at \$3,000 for a single download.

## Four questions, in this order

Each one can end the conversation. Asking them in sequence saves you from a warm intro that goes nowhere.

### 1. "Who are the twenty companies you'd most like to work with?"

If they can answer, they have a named-account motion. If they say "anyone who needs X," stop here.

### 2. "How many LinkedIn followers do you have, and can you name 20 customers?"

Under 1,000 followers, or no list of 20+ current or former customers, the product has nothing to work with.

### 3. "What's a typical deal worth to you?"

Under \$10K with no renewal, the ROI conversation gets hard. Note it and move on.

### 4. "Where did your last three best customers actually come from?"

"Someone we knew" is the strongest possible buying signal. "Google Ads" means this isn't their tool.

## Making the introduction

**Important:** BlueChimp is a paid application only. A minimum one-month subscription is required to access BlueChimp's highly valuable leads. The first call is a demo — nobody is asked to subscribe before they've seen the product work on their own accounts.

"I work with a lot of B2B founders and one problem keeps coming up: their best deals all came through someone they already knew, and none of it is repeatable. BlueChimp watches your target accounts for buying signals and then shows you exactly who in your own LinkedIn network can make the introduction. Want me to connect you?"

– then send the introduction through to BlueChimp; we take it from there.

Referrals are compensated through the BlueChimp Partner Program. Apply, or review current terms and commission, at [blue-chimp.com/partner-apply](https://blue-chimp.com/partner-apply).