

Prospect Pre-Meeting Prepper Agent Summary for Vlad Podoliako @ Belkins.io

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Company Overview

Belkins.io is a leading B2B lead generation agency founded in 2017 and headquartered in Dover, Delaware, with additional offices in Denver, Colorado; Warsaw, Poland; Kyiv and Lviv, Ukraine. The company has rapidly scaled to serve hundreds of clients across more than 50 industries, helping them collectively generate over \$2 billion in revenue since inception. Belkins specializes in appointment setting, lead research, email deliverability, and LinkedIn influencer programs, offering a comprehensive suite of services designed to accelerate client growth and sales pipeline development.

Belkins differentiates itself through tailored omnichannel strategies, combining outbound and inbound efforts to create personalized go-to-market plans. Their cross-functional approach covers every stage of the deal generation process, from inbound lead gen to strategy consulting, resulting in an average 25% increase in sales for their clients. The company boasts a world-class team of sales development representatives and industry specialists, with a proven track record of delivering results within the first month of engagement.

Belkins' client portfolio spans SMEs and enterprise-level organizations, with case studies highlighting significant improvements in appointment booking, sales pipeline velocity, and revenue growth. Their commitment to quality is reflected in top ratings on platforms like Clutch (4.9/5), G2 (4.8/5), and UpCity (5.0/5). The company continues to innovate, launching new products such as email deliverability software and expanding its global footprint to support remote work and better serve clients worldwide.

Financial Insights

Belkins is a privately held company and does not publish 10-K or 10-Q reports. However, third-party sources estimate annual revenue at approximately \$51 million, with a sizable workforce of around 10,000 employees globally. The company has demonstrated strong growth rates over the past several years, driven by its scalable business model and client success in lead generation and sales acceleration.

While specific profitability metrics are not publicly available, Belkins' rapid expansion, high client retention, and positive industry reputation suggest robust financial health. The company's growth is closely tied to the performance of its clients, making its revenue model highly dependent on delivering measurable results. There is no public stock price data as Belkins

remains privately owned, but its consistent expansion into new markets and product offerings indicates ongoing investment and reinvestment in the business.

Competitive Insights

Belkins operates in a highly competitive B2B lead generation and sales acceleration market.

Top competitors include:

- **CIENCE:** Known for its People-as-a-Service model, CIENCE combines managed services and software to deliver scalable sales research and outbound campaigns. CIENCE's global reach and technology stack are notable strengths, but Belkins' tailored strategies and rapid results provide a competitive edge.
- **Martal Group:** Specializes in outbound sales and lead generation for technology companies. Martal's focus on tech verticals is a strength, but Belkins offers broader industry coverage and more comprehensive service offerings.
- **SalesRoads:** Offers appointment setting and lead generation services, primarily targeting North American clients. SalesRoads is recognized for its consultative approach, but Belkins' omnichannel and cross-functional strategies deliver faster, more measurable outcomes.

Belkins' strengths include its global presence, rapid campaign launch timelines, and deep B2B expertise. Potential weaknesses could be the challenge of maintaining personalized service quality at scale and the risk of market saturation in lead generation services.

Prospect Personal Insights

Vlad Podoliako is the Founder and CEO of Belkins.io, driving the company's strategic vision and growth since its inception in 2017. His LinkedIn profile highlights a background in sales, business development, and entrepreneurship, with a strong focus on building high-performing teams and scaling operations internationally.

Vlad's leadership style emphasizes innovation, data-driven decision-making, and client-centric service delivery. He has overseen Belkins' expansion into multiple countries and the launch of new products, positioning the company as a top-rated agency in the B2B lead generation space. Prior to Belkins, Vlad held roles in sales and marketing, giving him firsthand experience with the challenges faced by sales teams and business development professionals. His public commentary and interviews often focus on the importance of process optimization, technology adoption, and maintaining a culture of continuous improvement.

Industry Trends

The B2B lead generation and sales acceleration industry is experiencing rapid transformation driven by advancements in AI, automation, and data analytics. Companies are increasingly seeking omnichannel strategies that integrate outbound and inbound efforts, leveraging platforms like LinkedIn, email, and targeted content to reach decision-makers.

Recent macroeconomic trends include heightened competition for qualified leads, rising customer acquisition costs, and a shift towards remote and hybrid work models. The

proliferation of AI-powered sales tools is enabling agencies to deliver faster, more personalized results, but also raising client expectations for measurable ROI and transparency.

Regulatory changes around data privacy (GDPR, CCPA) are impacting outreach strategies, requiring greater compliance and sophistication in lead research and email marketing. The industry is also seeing consolidation, with larger agencies acquiring niche players to expand service offerings and geographic reach. In this environment, agencies like Belkins must continuously innovate and differentiate through technology, talent, and client outcomes to maintain leadership.

Prospect's Pain Points

- Maintaining consistent, high-quality lead flow across diverse industries and geographies
- Scaling personalized outreach and appointment setting without sacrificing quality
- Ensuring rapid conversion from initial contact to booked appointments and closed deals
- Optimizing email deliverability and overcoming outreach fatigue in saturated markets
- Adapting to evolving client expectations for measurable ROI and transparency

Tailored Solution Recommendations

- RGA's Meeting Prepper Agent can automate and enhance call preparation, enabling Belkins' sales teams to ask more insightful questions and improve conversion rates.
- Discovery Conversion Agent's ability to generate compelling proposals in real time can help Belkins capitalize on prospect enthusiasm, reducing drop-off between meetings and proposals.
- RGA's strategic conversation structuring ensures value-focused discussions, aligning with Belkins' commitment to personalized, results-driven outreach.
- AI-powered automation from RGA can help Belkins scale its outreach and appointment setting while maintaining high quality and compliance with data privacy regulations.

Key Talking Points

- Belkins' rapid campaign launch and measurable results set a high bar for sales performance—RGA can help further accelerate these outcomes.
- Vlad's focus on innovation and process optimization aligns with RGA's AI-driven approach to sales enablement.
- Industry trends toward automation and real-time proposal generation make RGA's solutions highly relevant for Belkins' growth strategy.
- RGA's ability to make every seller as effective as the best performer supports Belkins' mission to deliver world-class results at scale.

Discovery Questions

Current State

- How are your teams currently preparing for high-value prospect calls, and where do you see gaps in their approach?

- What challenges do you face in converting initial prospect enthusiasm into booked appointments and closed deals?
- How do you ensure your outreach remains personalized and effective as you scale across new industries and geographies?
- What processes or tools are you using to optimize email deliverability and overcome outreach fatigue?

Future State

- If you could instantly equip every sales rep with your top performer's skills, how would that impact your pipeline and conversion rates?
- What would it mean for Belkins if proposals could be generated and reviewed with prospects in real time, right at the end of discovery calls?
- How do you envision leveraging AI to further differentiate Belkins in a crowded lead generation market?
- What are your priorities for adapting to evolving client expectations around transparency and measurable ROI in the next 12 months?