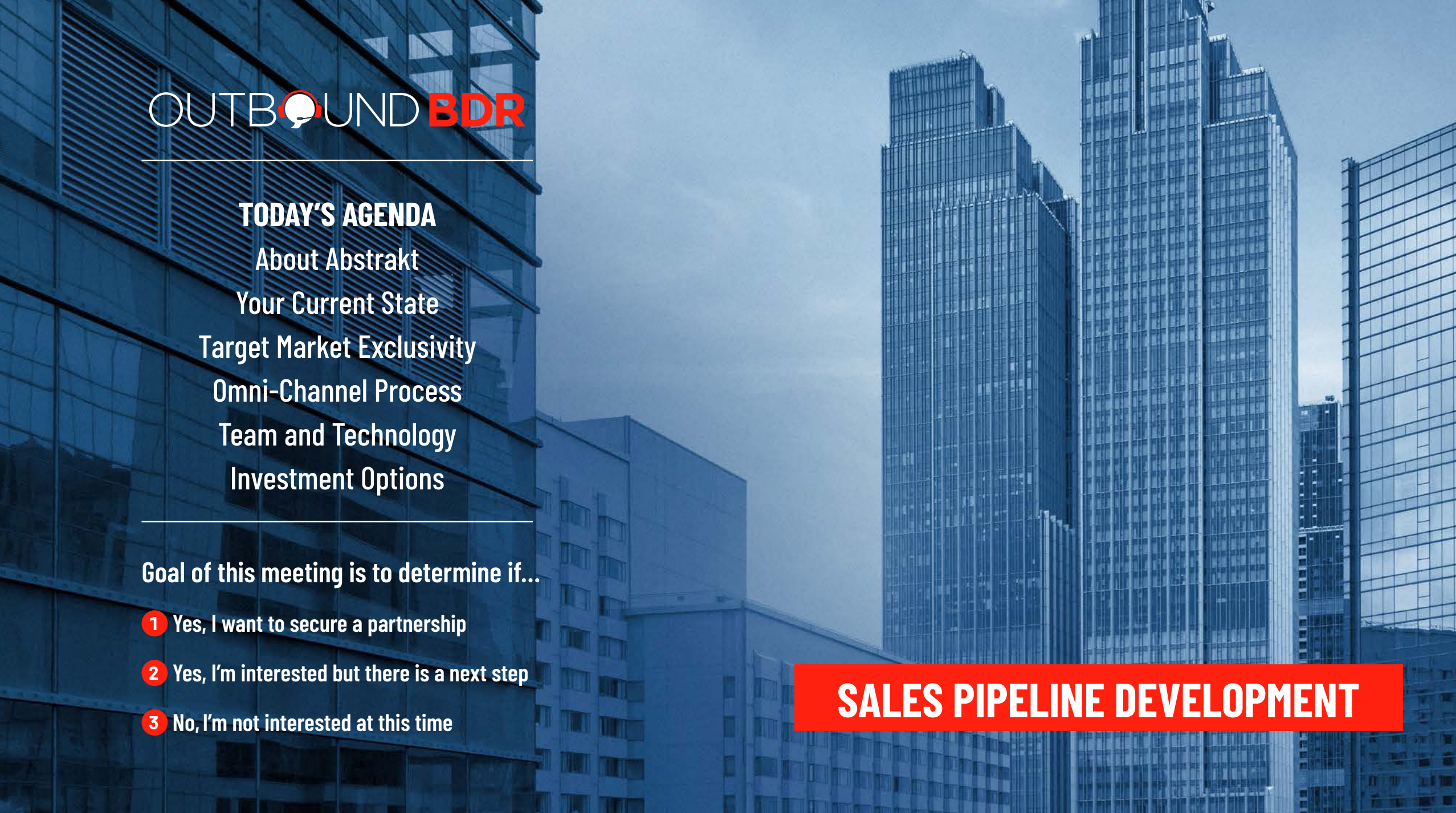


OUTBOUND BDR

TODAY'S AGENDA

About Abstrakt

Your Current State

Target Market Exclusivity

Omni-Channel Process

Team and Technology

Investment Options

Goal of this meeting is to determine if...

1. Yes, I want to secure a partnership
2. Yes, I'm interested but there is a next step
3. No, I'm not interested at this time

SALES PIPELINE DEVELOPMENT

About Abstrakt

OUTBOUND BDR
SALES PIPELINE DEVELOPMENT

WE'VE PERFECTED THE ART OF
BUSINESS GROWTH



WHO WE ARE

- Corporate Headquarters in St. Louis, MO
- Work in all 50 states and Canada
- 500+ U.S.-based team members
- 5 Divisions:
  Outbound | Inbound | Creative | Cloud | Talent
- 2,000 partners in all 50 states

AWARDS AND RECOGNITION

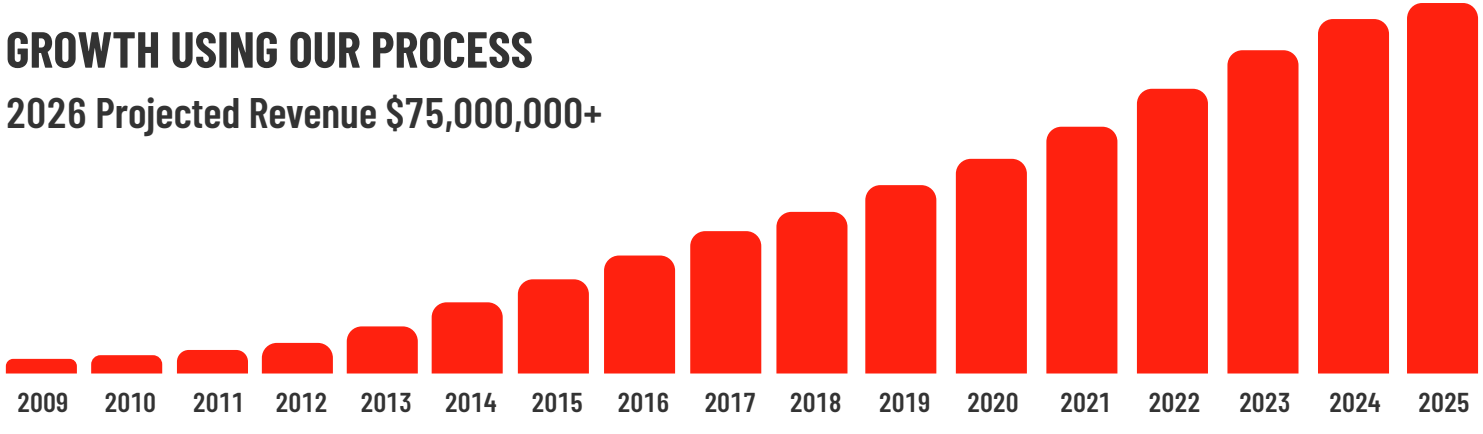
– 200+ IN 15 YEARS –

Inc. 5000 List 10X
Only .5%

Top Workplace 15 Years

GROWTH USING OUR PROCESS

2026 Projected Revenue $75,000,000+



YOUR CURRENT STATE

OUTBOUND BDR
SALES PIPELINE DEVELOPMENT

How are you growing your business?

- Current Revenue
- Growth Goal
- Meetings Needed
- GAP

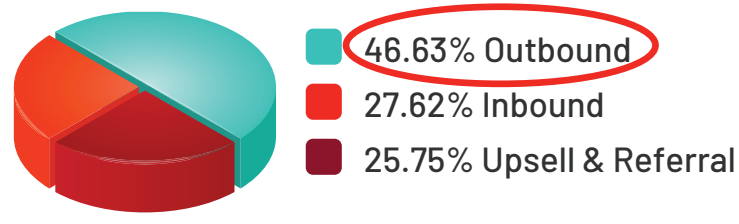
Challenges of doing Outbound well

- ✓ Lack of expertise
- ✓ Consistent activity
- ✓ Call reluctance
- ✓ Turnover
- ✓ Technology
- ✓ Bandwidth



Three ways to grow your business

Abstrakt as an example:



OUTBOUND

Pro: Predictable
Con: Longer Sales Cycle

INBOUND

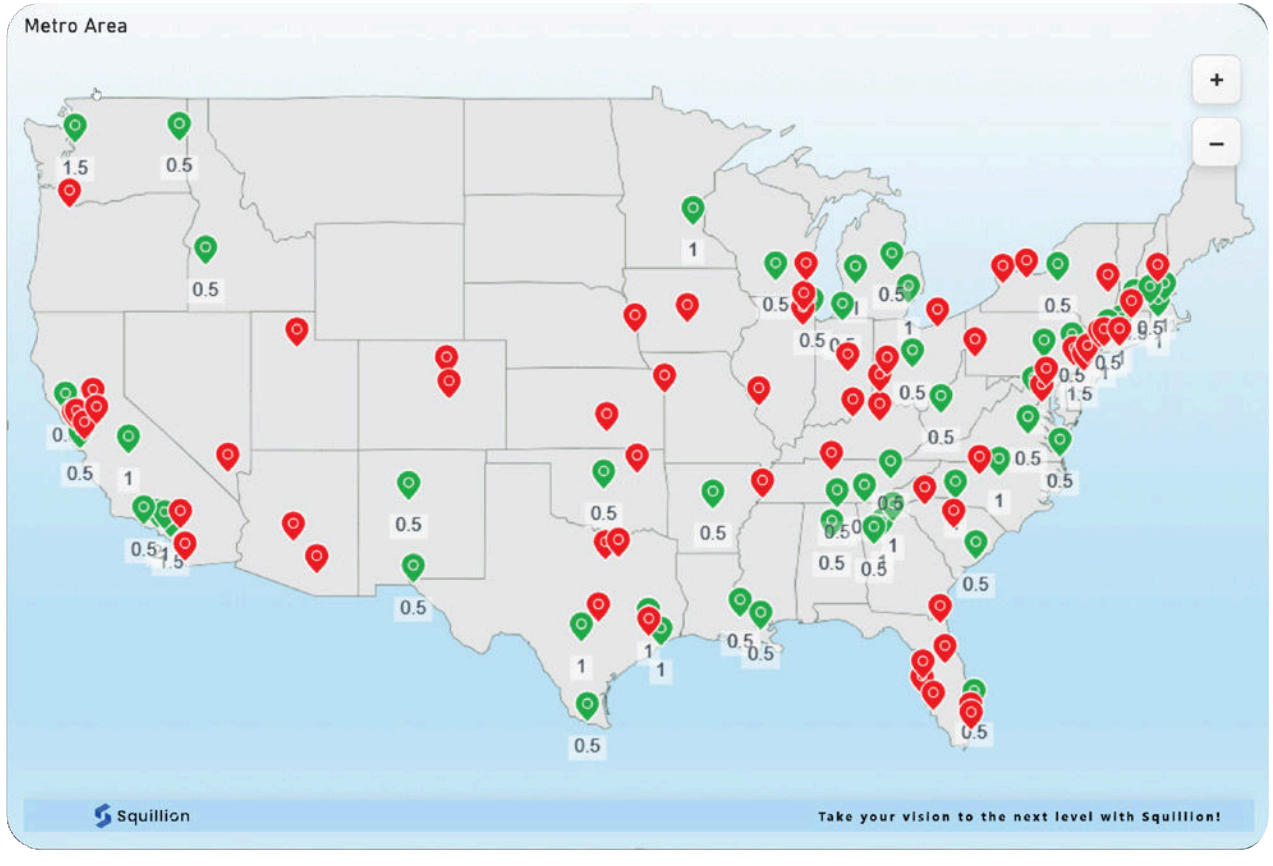
Pro: Shorter sales cycle
Con: Expensive and unpredictable
(Google makes / changes the rules)

REFERRALS

Pro: Highest close rate
Con: Least predictable

EXCLUSIVE MARKET INITIATIVE

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SALES PIPELINE DEVELOPMENT



Do you agree with the following?

- Your market is competitive
- You have a limited number of qualified prospects
- Your competition is fighting for the same prospects
- Your next customer could be your competitors

Who are your main competitors?

OMNI-CHANNEL PROCESS

OUTBOUND BDR

SALES PIPELINE DEVELOPMENT



OUTBOUND CALLS **8%** CONTACT RATE

+

EMAIL **17.38%** OPEN RATE

+

CONNECTION **40%** ACCEPTANCE RATE

+

DIRECT MAIL **98%** USPS OPEN RATE

= **30%** HIGHER RESPONSE **&** **50%** MORE CONVERSIONS



INPUTS

Over 125 million records

- **ZoomInfo**
- **Hoovers**

Real-time data from current campaigns:

- 20,805,000 calls
- 262,350,000 emails

NEW COMPANIES LAUNCHED INTO OUR PROCESS MONTHLY

EMAIL

LINKEDIN CONNECTION & MESSAGING

QUALIFY

CALL 1 CALL 2

CALL 3 CALL 4

CALL 5 CALL 6

CALL 7 CALL 8

CALL 9 CALL 10

CALL 9 CALL 10

INTRODUCE

EMAIL LANDING PAGE

CALL 1 CALL 2

CALL 3 CALL 4

CALL 5 CALL 6

CALL 7 CALL 8

CALL 9 CALL 10

NURTURE

QUARTER 1

CALL 1 CALL 2 CALL 3

EMAIL LANDING PAGE

QUARTER 2

CALL 1 CALL 2 CALL 3

EMAIL LANDING PAGE

QUARTER 3

CALL 1 CALL 2 CALL 3

EMAIL LANDING PAGE

QUARTER 4

CALL 1 CALL 2 CALL 3

EMAIL LANDING PAGE

DIRECT MAIL

APPOINTMENTS

- LEAD QUALIFICATION
- PARTNER APPT EMAIL AND TEXT NOTIFICATION
- PROSPECT EMAIL CALENDAR INVITE
- QUALITY ASSURANCE
- PROSPECT EMAIL REMINDER
- PARTNER EMAIL AND TEXT REMINDER
- PARTNER POST-APPOINTMENT EMAIL SURVEY



QUALIFIED APPOINTMENT = RIGHT COMPANY. RIGHT PERSON.

CLEARLY AGREES TO MEET.

BUILD YOUR TARGET MARKET

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SALES PIPELINE DEVELOPMENT

AIP (ABSTRAKT INTELLIGENCE PLATFORM)

Behind every successful marketing strategy is great data.
Since there is no such thing as perfect data, we have invested in building AIP. This is our Universal Database. AIP provides:

- Access to over 125,000,000 records
- Data enhanced in real time with all new campaign results
- Real time results

DATA SOURCES

- ZoomInfo
- 3rd Party List Sources
- D&B Hoovers
- Customer Data
- Your Campaign Results
- Other Campaign Results



LAUNCH YOUR MARKETING STRATEGY

OUTBOUND BDR

SALES PIPELINE DEVELOPMENT



We'll identify 150+ targets per month from the most real-time database in the world. **1**

We send high-deliverability emails at scale, text-only and 90 words or less, from little-known servers with slow, measured sending. **2**

After we've spoken with your prospect, we send a customized letter shaped by that exact conversation, so the follow-up feels earned, not generic. **3**

We identify active LinkedIn users, connect first, then message, making sure your outreach is welcomed rather than ignored. **4**



THE PROCESS

DIRECT MAIL



EMAIL



QUALIFY TARGET COMPANIES AND KDMS

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SALES PIPELINE DEVELOPMENT

In the **QUALIFICATION PHASE**, we confirm who the decision-maker is, identify their contact information, and gather critical sales data. As this data is gathered, your prospects are either qualified or disqualified pending the result of the surveys we complete.

KEY INDUSTRY SURVEY QUESTIONS

- Facility information
- Current vendor partner
- Contract/renewal date
- Decision-making process

QUALIFY

CALL 1 CALL 2

CALL 3 CALL 4

CALL 5 CALL 6

CALL 7 CALL 8

CALL 9 CALL 10



KDM INTRODUCTION

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SALES PIPELINE DEVELOPMENT

In the **INTRODUCTION PHASE,** our goal is simple—have the best possible conversation with the (KDM's) Key Decision-Makers that we have identified. If an opportunity exists, we set an appointment. If not, we leave the door open and build a relationship over time. The more decision-makers we reach and information we collect, the more you sell.

It takes an average of:

8 CALLS TO REACH A KEY-DECISION MAKER

Q: How many calls does your current team make before giving up?

INTRODUCE

EMAIL

LANDING PAGE

CALL 1

CALL 2

CALL 3

CALL 4

CALL 5

CALL 6

CALL 7

CALL 8

CALL 9

CALL 10

DIRECT MAIL



NURTURE QUALIFIED COMPANIES

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Once your prospects are in our **NURTURE PHASE**, they receive a series of up to 5 phone calls every quarter. Our goal is to collect more information, increase top-of-mind awareness and to build relationships. When prospects enter the buying process, you will be the one they think of first – not your competition.

18 ATTEMPTS TO CONVERT AN OPPORTUNITY
46% OF APPOINTMENTS COME FROM NURTURE

Q: How many of your current customers come from Nurture?

NURTURE

QUARTER 1
CALL 1 | CALL 2 | CALL 3
EMAIL | LANDING PAGE

QUARTER 2
CALL 1 | CALL 2 | CALL 3
EMAIL | LANDING PAGE

QUARTER 3
CALL 1 | CALL 2 | CALL 3
EMAIL | LANDING PAGE

QUARTER 4
CALL 1 | CALL 2 | CALL 3
EMAIL | LANDING PAGE

DIRECT MAIL



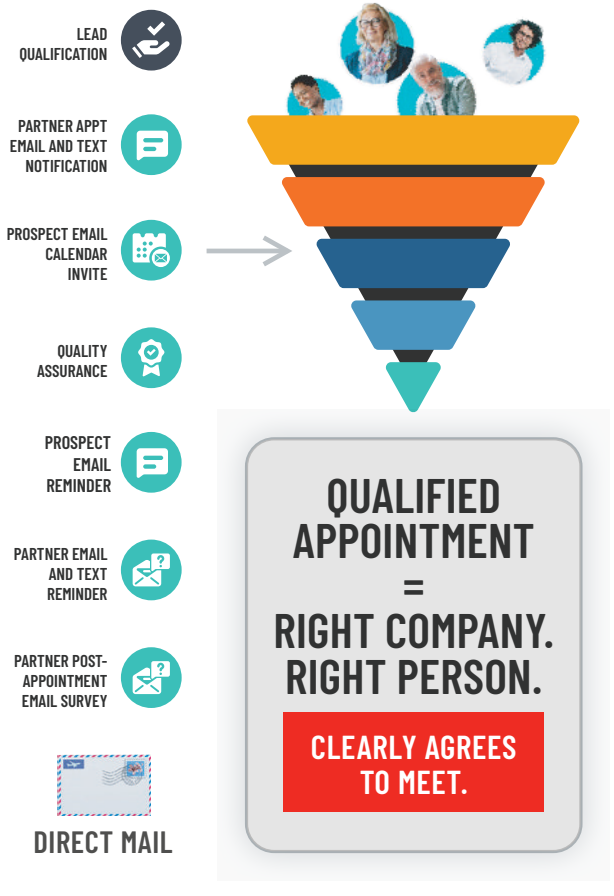
NEW SALES APPOINTMENTS

OUTBOUND BDR
SALES PIPELINE DEVELOPMENT

Once your qualified prospect has agreed to a specific date and time to meet, we take them through our extensive **APPOINTMENT SETTING PHASE.** This will ensure quality, increase show rates and provide you with the necessary data to close more sales.

- Lead Qualification
- Partner Appointment Email & Text Notification
- Prospect Email Calendar Invite
- Quality Assurance
- Prospect Email and Text Reminder
- Partner Email and Text Reminder
- Partner Post-Appointment Email Survey

APPOINTMENTS





TEAM & TECHNOLOGY

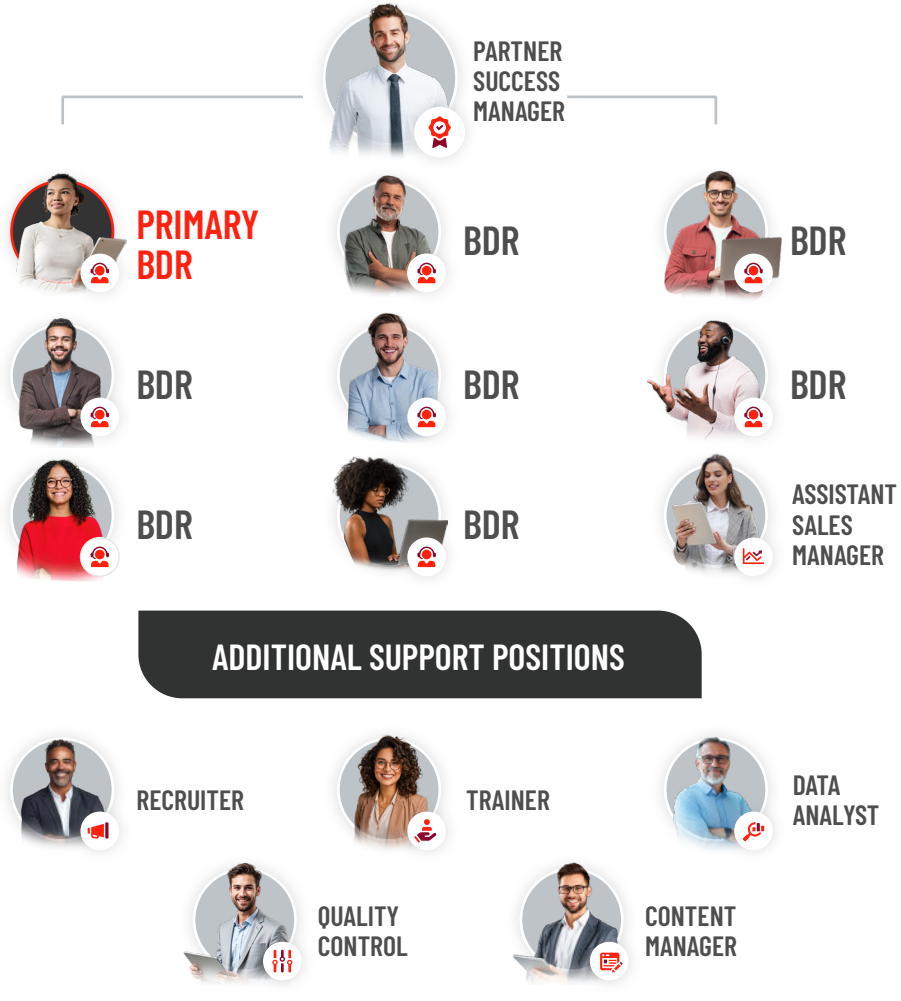
OUTBOUND BDR
SALES PIPELINE DEVELOPMENT

Access to our entire team and tech stack

– FOR LESS THAN THE COST OF A –

FULL-TIME EMPLOYEE

salesforce
unbounce
Alchemer
GONG
D&B Hoovers
SEMRUSH
dynadot
Smartlead.ai



DIY **MINIMUM** EXPENSE

SALARY & BONUS: **$60,000**

BENEFITS & TAXES: **$15,000**

TECHNOLOGY & DATA: **$12,000**

TRAINING & MANAGEMENT: **$7,500**

RECRUITING & RAMP: **$5,000**

= $99,500 PER PERSON PER YEAR



RESULTS PORTAL

OUTBOUND BDR

SALES PIPELINE DEVELOPMENT

MONTHLY RESULTS MEETINGS | 24/7 ACCESS TO RESULTS PORTAL

LEAD MANAGEMENT
Monitor and manage all new sales leads

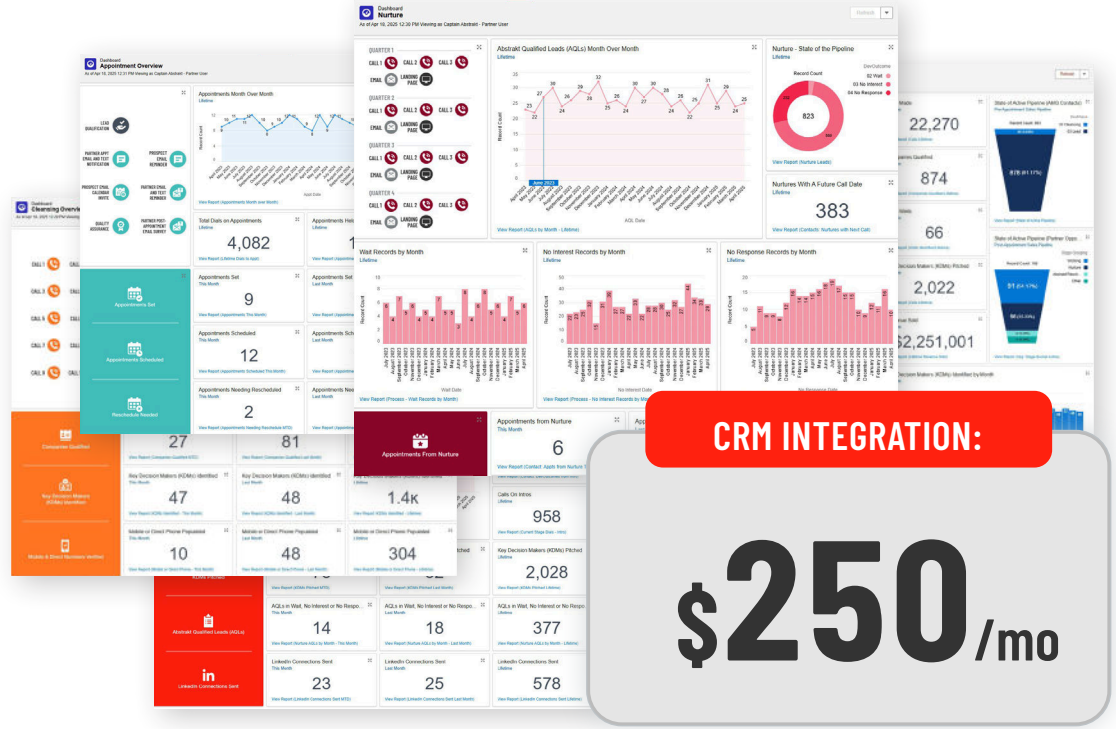
RESULTS DASHBOARDS
new sales leads marketing results for each stage of your Pipeline Process

INVOICES
View all open and closed Abstrakt invoices

MY VOICE
Listen to calls and provide feedback to your dedicated sales staff

SURVEY RESULTS
Review all Pipeline sales data

THE GROW SHOW
Access weekly episodes and materials to support your sales and lead generation efforts



CRM INTEGRATION:

$250/mo

WE INTEGRATE: ZOHO | Microsoft Dynamics 365 | salesforce | pipedrive | HubSpot

PROGRAM PRICING

OUTBOUND BDR

SALES PIPELINE DEVELOPMENT

	MONTHLY PRICING			MONTHLY ACTIVITY MINIMUM	
	13 MONTHS	7 MONTHS	45 DAYS OUT	LETTERS SENT	DIALS
STARTER	$5,000	$5,750	$6,250	125	650
STANDARD	$7,500	$7,750	$8,250	185	975
ADVANCED	$9,500	$9,750	$10,250	250	1,300
ELITE	$11,500	$11,750	$12,250	310	1,625
ENTERPRISE	$13,500	$13,750	$14,250	375	1,950

WHAT YOU GET:

- Exclusive Target Market
- Access to Tech Stack
- Direct Mail
- Dedicated Team
- Email
- Pipeline Results Portal
- Monthly Results Meetings
- Outbound BDR Local Call Process
- Landing Page
- CRM Integration $250/mo

*Larger packages available upon request. **Annual appointment guarantees determined by industry.

ADD A NEW HIGH-IMPACT ASSET EACH MONTH FOR $500

- SALES POWERPOINT PRESENTATION
- SALES PROPOSAL
- CASE STUDY
- 2 SEO BLOGS
- SELL SHEET
- INFO GRAPHIC
- SALES BROCHURE
- 2 INDUSTRY-SPECIFIC ONE PAGERS
- LINKEDIN BUSINESS PROFILE DESIGN
- 15 LINKEDIN POSTS
- 15 FACEBOOK POSTS
- 15 INSTAGRAM POSTS

OR

Get a pro video every quarter—up to 60 seconds, built for impact.

- ABOUT US VIDEO — Tell your brand's story and mission.
- CLIENT SUCCESS HIGHLIGHT — Showcase the value you deliver.
- PRODUCT OR SERVICE VIDEO — Help prospects understand your offers.
- FAQ VIDEO — Address common questions or objections.

PROGRAM PRICING

OUTBOUND BDR

SALES PIPELINE DEVELOPMENT

DIGITAL ASSESSMENT

A FULL CHECKUP ON SEO, RANKINGS, AND ONLINE PRESENCE—DELIVERED IN YOUR FIRST 60 DAYS.

PRIOR TO KICKOFF MEETING

- Contract Signed
- Payment Submitted
- Implementation Packet Completed

PRIOR TO PROGRESS MEETING

- Technology Setup
- Do Not Contact List Sent
- List Criteria Endorsed

PRIOR TO WRAP-UP MEETING

All Materials Finalized:

- Call Guide
- Email Content
- Landing Page
- Direct Mail Letters
- LinkedIn Content

DAYS 1-8	DAYS 5-13	DAYS 11-16	DAYS 20-22	GO LIVE	DAYS 1-10	DAYS 18-24

KICKOFF MEETING

- Meet implementation team
- Review implementation process and pipeline strategy

PRIOR TO PROGRESS MEETING

Prior to our progress meeting, you will receive:

- Email Content
- Landing Page
- Direct Mail Letters
- List Criteria Endorsement
- LinkedIn Content

PROGRESS MEETING

- 1 hour
- Collaborate on messaging
- Review appointment logistics and best practices

WRAP-UP MEETING

- Meet your Pipeline Team
- Review strategy and expectations for partnership

PORTAL DEMONSTRATION

- 1 hour
- Learn our Customer Portal and how to engage with our team
- Meet your SDR

MONTHLY RESULTS MEETING

- 1 hour
- Review Key Sales Data Collected
- Collaborate on Appointment Outcomes
- Strategize Sales Follow Up