



CLIENT TESTIMONIAL

Abstrakt is a smart, innovative company that can generate solid leads without the cost of having to hire too many sales people that don't produce. Their business processes and approach to inside sales and marketing is ahead of the curve. They will represent your company well and fill the sales pipeline if you work with them. I have been in sales for 25 years and Abstrakt is the future for outsourcing sales leads and marketing. In our first six weeks they scheduled eight appointments and added 30 warm leads to the sales pipeline. Abstrakt has a system that ensures you will get good leads at a fraction of what you would have to pay adding field reps or throwing your money away with inexperienced telemarketing companies.

If you're not looking into Abstrakt you are doing your business a disservice. I recommend Abstrakt to any business looking to increase sales and keep costs down. They are the future of inside sales and marketing!



THE PROBLEM

Like many of their competitors, IFS was faced with the challenge of attracting new customers while still nurturing the prospects they already had in their sales pipeline. Their own prospecting activities were not attracting a large enough audience to exceed their sales quota.



THE SOLUTION

IFS partnered with Abstrakt Marketing Group to achieve a variety of goals, all around the ideas of attracting new customers and increasing revenue. IFS wanted to work with customers who had enough office space and the need to work with a reliable and trustworthy company like themselves. As the Abstrakt's sales outsourcing program got underway, Abstrakt was successful in presenting opportunities for IFS and recognizing trends in their data that could potentially strengthen the effort of the company.



THE RESULTS

IFS has currently closed \$287,000 in recurring revenue contracts from the appointments that Abstrakt has set for them. In addition to that revenue the company has hundreds of thousands of dollars of potential business in open proposals.

About The Client

IFS is the only full service Janitorial and Facilities Service provider in the South East that offers this wide range of services; janitorial, floor care, window cleaning, pressure washing, lighting, landscaping, power sweeping, irrigation, HVAC and supply management. They are a true 'one stop shop' for all service needs.