

**PARTNER TESTIMONIAL**

“We did not have any presence, and now we do. Abstrakt is on top of it and looking out for us. I trust that.”

## About John's Service & Sales

John's Service & Sales is a Residential/Commercial HVAC company in Olesby, IL. John E. Senica started the business in 1962. Today, John's is a third-generation family-owned business with over 40 dedicated full-time employees.

Its mission is to provide customers with superior workmanship and outstanding customer service delivered with honesty and integrity.



## THE PROBLEM

John's Service & Sales has grown locally through word of mouth and building relationships, but did not have a true sales pipeline. Company leaders reached out to Abstrakt Marketing Group to establish a sales funnel unique to their company's individual needs.



## THE SOLUTION

John's Service & Sales partnered with Abstrakt Marketing Group to achieve several goals, all of which centered on attracting the attention of decision-making executives, director-level and above. Recognizing John's Service & Sales had various targets—owners, presidents and directors of engineering—Abstrakt developed targeted messages for the different title paths and worked with the company on calling-and objection-handling scenarios.

As the Pipeline program got underway, Abstrakt uncovered opportunities and looked for trends in the calling data that could strengthen the effort. This strategy would allow John's Service & Sales to reach new prospects while nurturing the prospects it already had in its sales pipeline.



## THE RESULTS

Abstrakt created a pipeline full of data and prospects for the John's Service & Sales team. This allowed them to have consistent meetings scheduled and appointments to go on. Abstrakt has been able to build a stronger awareness in the local market and even get John's Service & Sales in front of current customers for other services the business offers. John's Service & Sales has closed over \$550,000 in mixed recurring revenue and projects.