



**PARTNER TESTIMONIAL**

At first, I found the process confusing, but after talking with my Account Manager, I was impressed with the technology Abstrakt has put in place to have transparency with the incoming leads. I feel very good and I'm confident about the quality of the leads coming in my pipeline.



**THE PROBLEM**

New England Industrial Truck began its partnership with Abstrakt in June 2018. The company signed on after learning most of its sales were coming in through referrals. This was great for the business, but it was lacking the volume.



**THE SOLUTION**

Abstrakt provided: New England Industrial Truck decided on Abstrakt's full Outbound Program. The company's goal was to ramp up activity and focus on new/used forklift sales. The Abstrakt team began making 500 dials per month and getting an average of eight appointments per month.



**THE RESULTS**

Since the partnership began, Abstrakt's team was able to get service on two units, three planned maintenance contracts and four new forklift sales!

**About Our Partner**

Since 1952 New England Industrial has been a UniCarriers, factory-owned, full-service forklift dealership. It is known for its dedication to customers' uptime, which has been essential in supporting companies toward growth and productivity. New England Industrial Truck brings the latest material handling innovations to its customers and is an established name in forklift sales, rentals, service, parts and driver training.

