

## PIPELINE OUTBOUND

Abstrakt's business-to-business lead generation solution, Pipeline Outbound, helps with the biggest problem most commercial cleaning companies face while growing their businesses – building and maintaining a consistent sales pipeline. The best way to think of Abstrakt is as an outsourced service provider for your sales pipeline. We focus on the front end: database building, prospect identification and qualification, qualified lead nurturing and developing face-to-face sales appointments, all at a cost that's less than one full-time employee. If yours is like most commercial cleaning companies, your salespeople don't have time or are not willing to prospect for new business. Doesn't it make sense that they spend more time closing deals than prospecting for them? We think so. That's why we spend 100% of our time prospecting for you.



# COMMERCIAL CLEANING

## PARTNER SUCCESS



City Wide of Central Pennsylvania notified Abstrakt about closing their ninth contract as a result of our work. The most recent of their successes came from an appointment we set in September that closed last week for a \$7,500 in monthly recurring revenue! With this latest addition, City Wide now has more than \$17,000 in monthly recurring revenue that resulted from Abstrakt appointments.



Karl Yanzer of ServiceMaster Madison closed a \$36,000 deal in monthly recurring revenue for a janitorial contract. This happened during an appointment with a client that had been nurtured for nearly nine months prior to the meeting.



St. Moritz has been live with Abstrakt since February 2018 and just closed a deal that is going to bring \$370,000 worth of business in their first year! They will be adding multiple buildings to compound that number during the next few years.

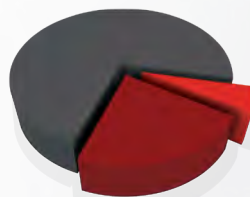
**ABSTRAKT MARKETING GROUP®**



## WHY COMMERCIAL CLEANING COMPANIES SHOULD USE SALES OUTSOURCING

- Salespeople spend less than 10% of their time on prospecting.
- The average sale requires at least five contacts—the typical salesperson stops after just three attempts.
- The average time from lead to close is eight months.
- A minimum of seven strategic touches are required to maintain top-of-mind awareness.

**Salesperson Activity**



**Pipeline Activity**

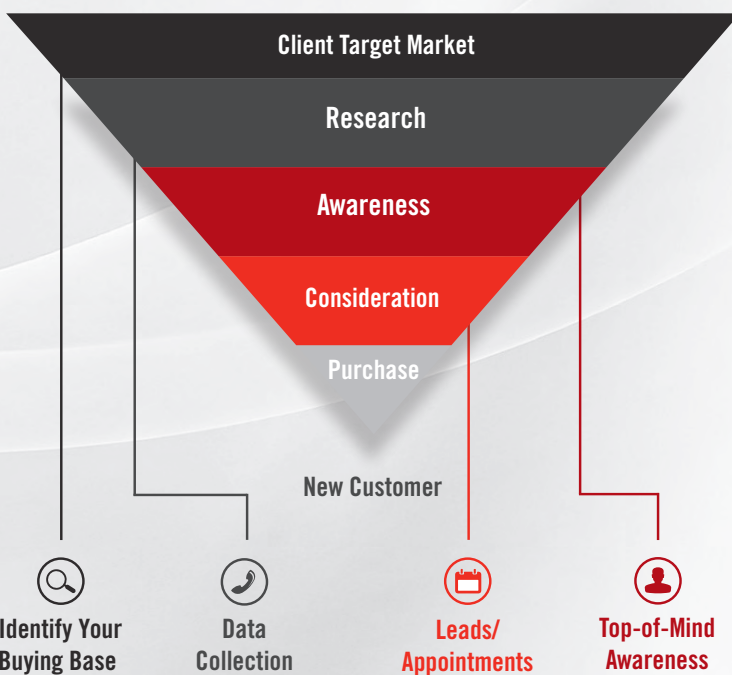


- Maintain Current Clients
- Engaging Potential Clients
- Engaging New Prospects

■ 100% Engaging New Prospects



## THE FOUR GOALS OF OUR PIPELINE OUTBOUND LEAD GENERATION SOLUTION



## PIPELINE PROCESS

Our Outsourced Sales Solution Process is detailed and in-depth because we know that calls aren't enough when it comes to prospecting. Our sales representatives are college-educated professionals and our process is second to none. Our process results in better marketing data, more qualified leads and increased sales.



**IDENTIFY** The initial research phase where we work with you to outline "ideal prospects."



**CLEANSING** We determine which companies are actually a fit for your business and provide you contact information to reach qualified decision-makers.



**INTRODUCTION** Once we know who makes the decisions and how to reach them, we will go to work introducing you to those qualified individuals.



**NURTURE** Long-term follow-up and relationship building are key to success. Qualified prospects will remain in the process and receive ongoing communications, resulting in more leads over time.



**APPOINTMENTS** When your qualified prospect is ready to meet, you will receive a recording of the appointment call and all contact history.

## TEAM & TOOLS

It takes a full team and several tools to run a successful Outbound Lead Generation process. The good news is you will have access to a full team for less than the cost of one full-time employee.



Partner Sales Manager



Partner Operations Manager



Partner Sales Representative



Partner Training and Development

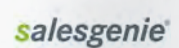


Partner Quality Assurance



Partner Performance Manager

DIY Lead Generation could cost more than \$35,000+ in monthly salaries, taxes, benefits and \$2,500+ per month in software and license fees.

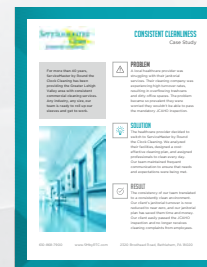


## PIPELINE MARKETING COLLATERAL

With Abstrakt's Pipeline Marketing Collateral program, you'll receive marketing materials each month. With the point values shown, customize your package by choosing which assets would be most beneficial for your business. Marketing collaterals are ideal for increasing brand awareness, providing information about your product or services and communicating what makes your company stand out from the competition.



- Sales Pitch
- Brochure
- Social Cover



- Sell Sheet
- Business Card and Letterhead

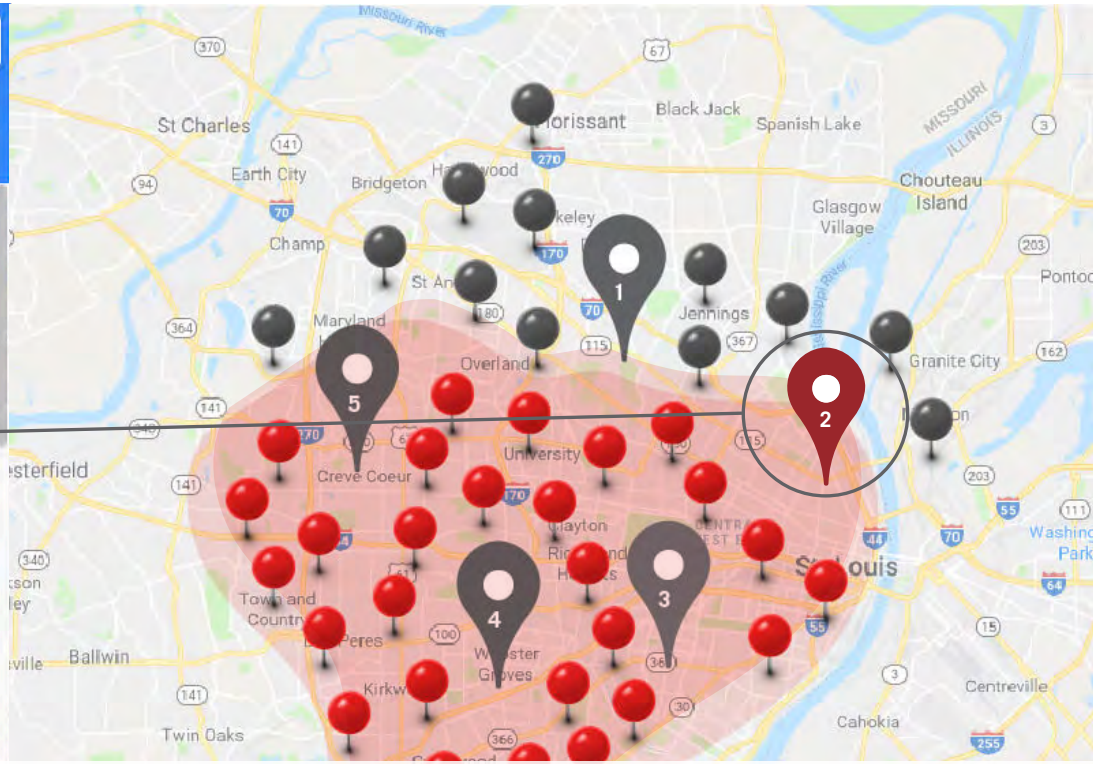
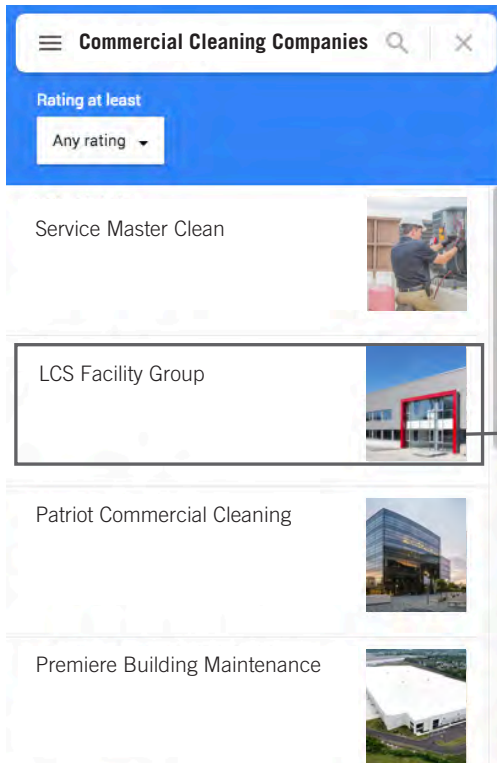


- Video
- Case Study
- Infographic

- Trade show Pop-up Display



# COMMERCIAL CLEANING



WE ONLY WORK WITH ONE COMMERCIAL CLEANING PARTNER PER MARKET.

**CONTACT US TODAY**  
**FOR AVAILABILITY!**

**CONTACT US TODAY**



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