



PIPELINE OUTBOUND

Abstrakt's business-to-business lead generation solution, Pipeline Outbound, helps with the biggest problem most HVAC 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 HVAC 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.

PARTNER SUCCESS

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In August, Abstrakt set an appointment for Illingworth-Kilgust Mechanical for a company called Clasen Quality Chocolate. The HVAC company has been able to complete three service calls for Clasen so far for its rooftop units, boiler and makeup air unit. While on the phone, someone from Clasen even asked for more service work. Illingworth-Kilgust was able to go out and show the prospect where the gaps were in their current plan and what needed to be done. After these three jobs, Clasen signed a contract for \$28,000, and the client expects the pull-through to generate over \$100,000 in the next year. In addition to this closed business, Illingworth-Kilgust has two additional proposals out from an appointment it fully expects to close.

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Polar Systems received a signed contract for \$7,905 a month from Kerr Contractors because of an appointment Abstrakt set. The client said, "Thank you for all your hard work and persistence, being a part of the Polar family, and making calls for us. We wouldn't have gotten this account without you! You are a tremendous resource for us and you alone have set up meetings that have resulted in \$36,000 in monthly recurring revenue this year. Thank you for all you do!"

ABSTRAKT MARKETING GROUP®



WHY HVAC 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



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

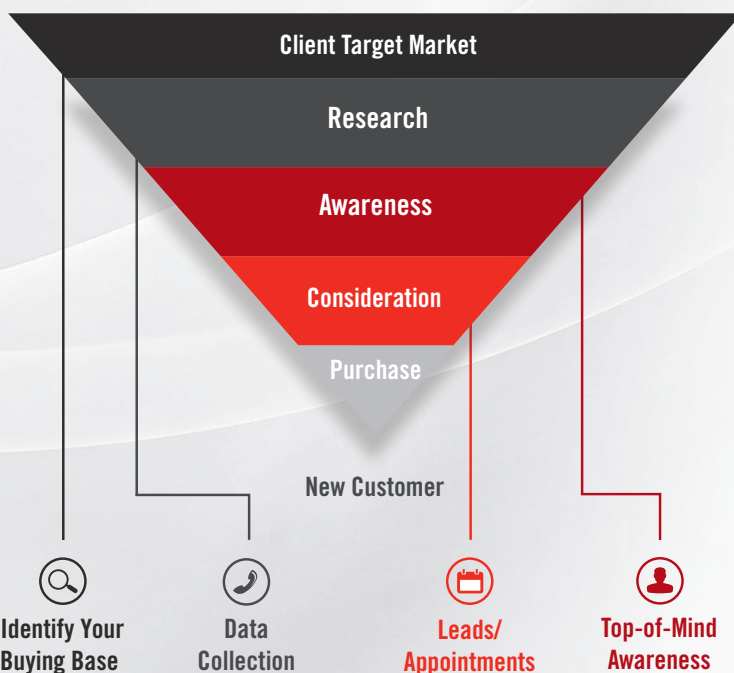
Pipeline Activity



- 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



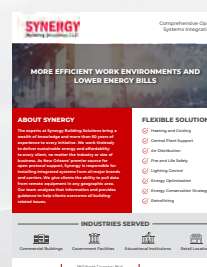
Partner Performance
Manager

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.

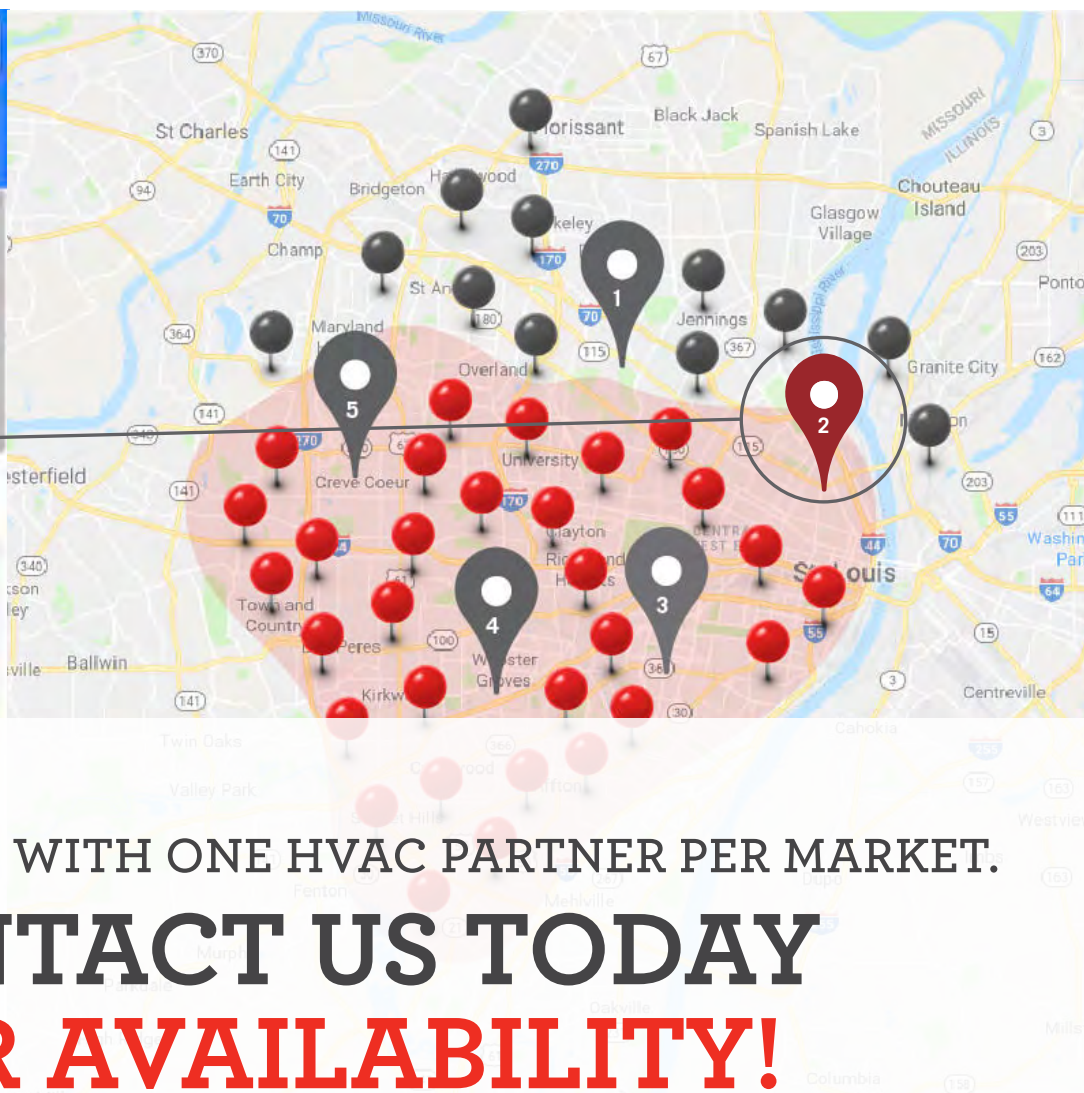


- Sales Pitch
- Brochure
- Social Cover

- Sell Sheet
- Business Card and Letterhead

- Video
- Case Study
- Infographic

- Trade show Pop-up Display



WE ONLY WORK WITH ONE HVAC PARTNER PER MARKET.

CONTACT US TODAY
FOR AVAILABILITY!

CONTACT US TODAY



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