



PIPELINE OUTBOUND

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



Modo Networks has had countless appointments resulting in thousands in closed business from Abstrakt's efforts. Here's what they have to say about the partnership:

"As a senior salesperson and the sole new-business generator for my firm, I knew I needed help with business development. Having started my career cold-calling over the phone, I know firsthand how difficult and important this piece of the sales process is. So, when Abstrakt followed up in the summer of 2016, I was very interested. The investment has more than paid for itself several times over. Since we signed up, we have closed seven deals worth over \$250,000 combined in annual recurring revenue, and have done project work for these customers as well. We also have multiple deals deep in the sales cycle today. The quality of our customers has improved, as well as the ticket volume, which has led to operational improvement and efficiency. Abstrakt is a key partner for our success."

ABSTRAKT MARKETING GROUP®



WHY IT 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

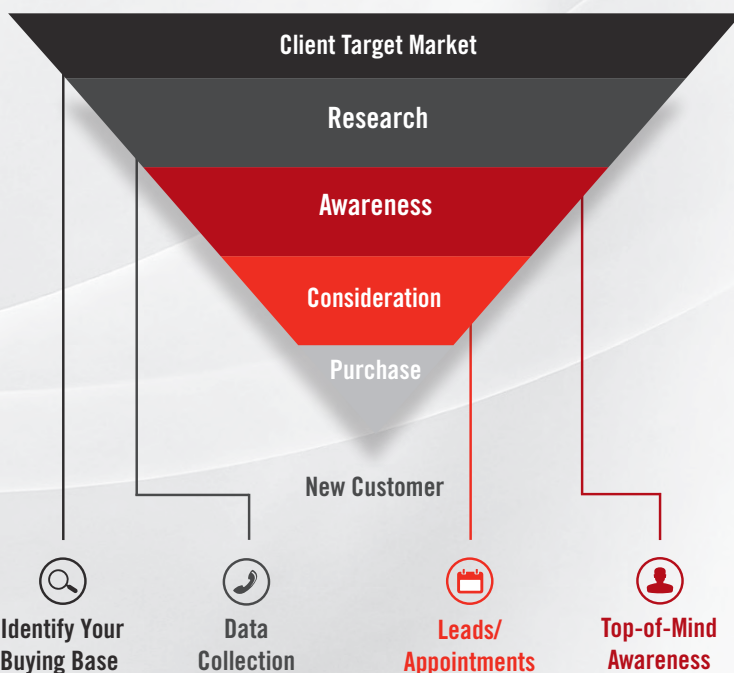
Pipeline Activity



- 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

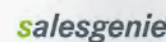


Partner Quality
Assurance



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.

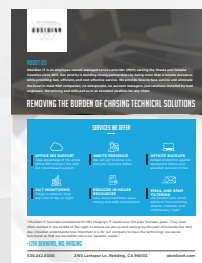


PIPELINE MARKETING COLLATERAL

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

IT Companies

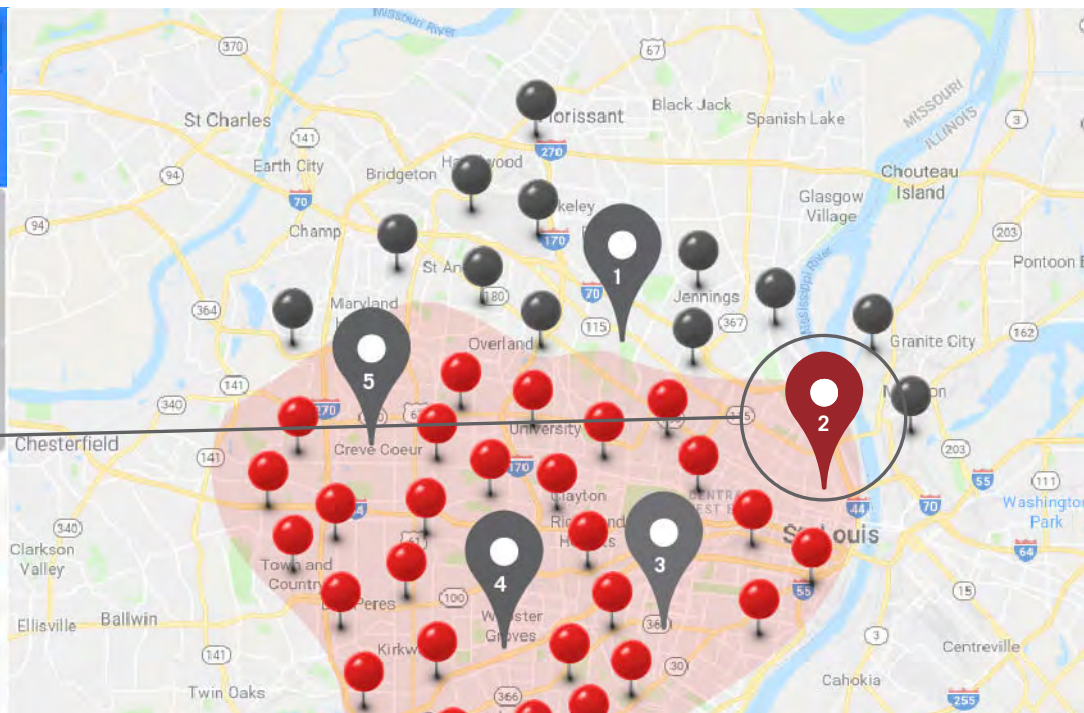
Rating at least
Any rating ▾

CMIT Solutions of Clayton

C-Forward

Obsidian IT

ClearFuze Networks



WE ONLY WORK WITH ONE IT PARTNER PER MARKET.

CONTACT US TODAY
FOR AVAILABILITY!

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