



PIPELINE OUTBOUND

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



Orange Energizing Solutions has been with Abstrakt for 19 months, and we began pursuing a hospital client for the company in April 2018. Making more than 20 calls to the hospital, we spoke with five different people over a few months to secure an appointment in June 2018. Orange Energizing Solutions nurtured this prospect for five additional months before closing for \$500,000. All in all, it took eight months for Orange to close the biggest deal in its history. This deal was a testament to Abstrakt and our partner working together on a sales process that led to incredible results.



Entertech went live with Abstrakt in March 2018, and in its very first month the company was able to make a substantial proposal to a local school district. The district's key decision-maker had several buildings he needed to upgrade but wanted to focus on one at a time. When Entertech representatives presented a solution, the decision-maker realized this was a project he could fit into the budget and decided in June to upgrade all eight buildings for \$35,000 each. This is just one of many deals Entertech has closed from its partnership with Abstrakt. The partnership has led to sales nearing \$1 million, and the business has already expanded to a secondary market with plans to add two others.

ABSTRAKT MARKETING GROUP®



WHY LED 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

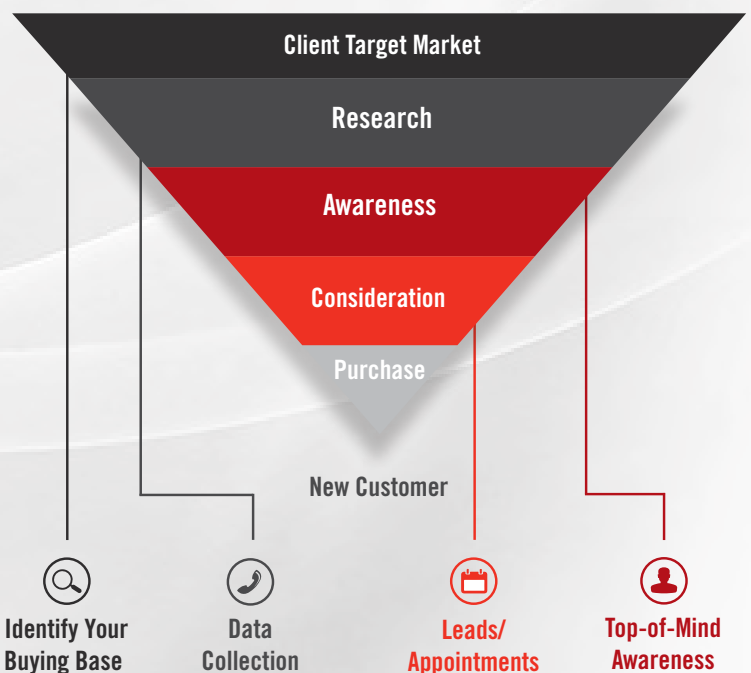


- Maintain Current Clients
- Engaging Potential Clients
- Engaging New Prospects

- 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

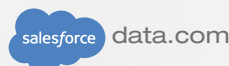
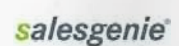


Partner Quality
Assurance



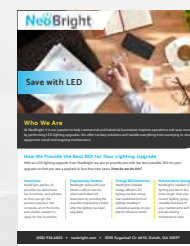
Partner Performance
Manager

DIY Lead Generation could cost more than of \$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.

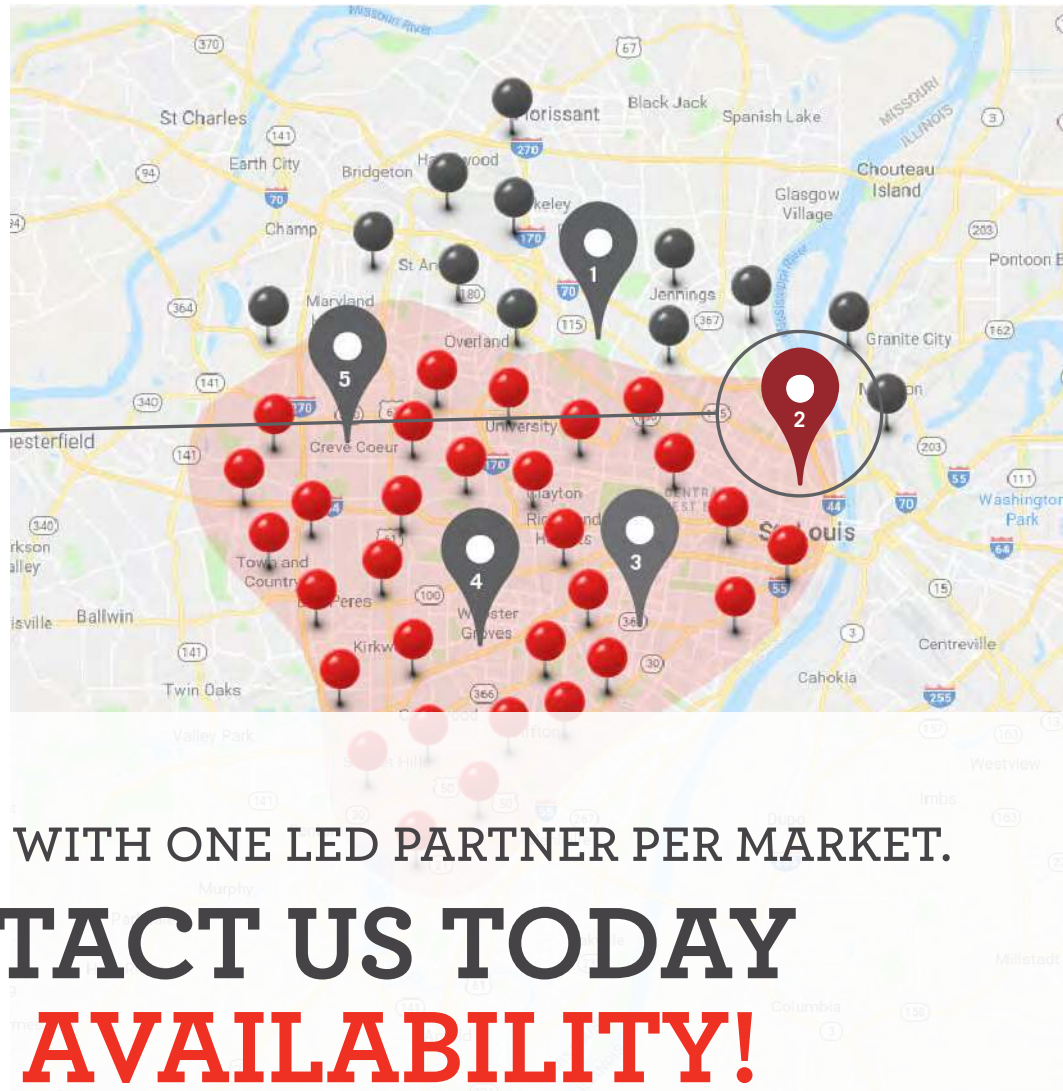
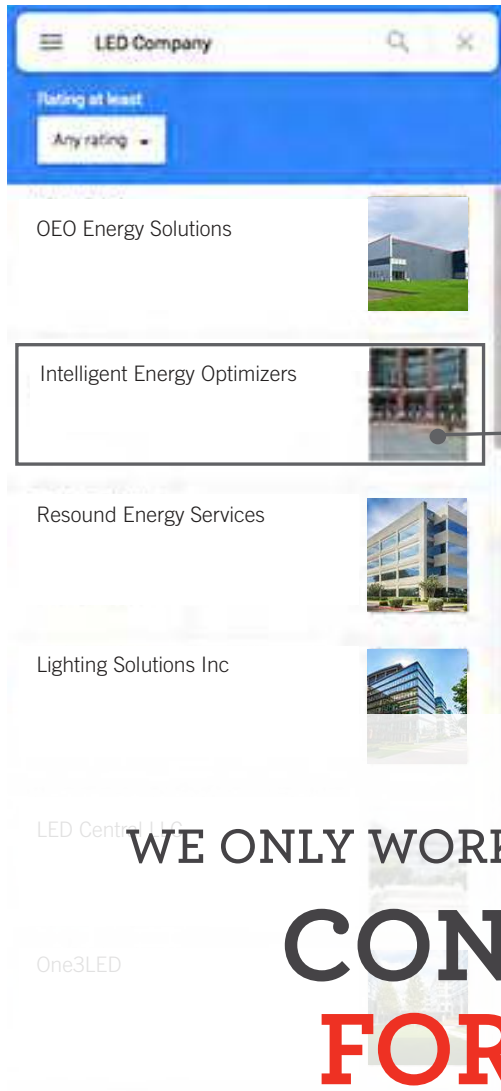


- Sales Pitch
- Brochure
- Social Cover

- Sell Sheet
- Business Card and Letterhead

- Video
- Case Study
- Infographic

- Trade show Pop-up Display



WE ONLY WORK WITH ONE LED PARTNER PER MARKET.

CONTACT US TODAY
FOR AVAILABILITY!

CONTACT US TODAY



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