

PIPELINE OUTBOUND

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



Last year our leads generated over 50% of the annual revenue for Ohio Roofing Partners. The company was able to close one of our leads that never spoke to us by phone but responded to our introductory email offering a quote. The deal ended up being worth \$350,000, and the prospect told our client on their first meeting that they never would have heard of them if not for the email. Ohio Roofing Partners has implemented our follow-up process for all of its prospects and uses our system to keep sales reps accountable for follow-up. This client is a testament to the success of Abstrakt's multi-channel process.



Schena Roofing was our first commercial roofing partner. We focus on large roof replacements only when they're in the busy season, and target project work and preventative maintenance when they start to slow down. This has led to just under \$200,000 in closed business over the past year, and an additional \$500,000 in proposals. Schena attributes much of its success to Abstrakt customizing our program in a way that allows us to adjust to the seasonal nature of the roofing industry. Because of such a successful partnership, the company's owner, Anthony Schena, and his sales manager both rave about our process, and they've referred enough business to us to reduce their monthly invoice by \$1,000.



WHY ROOFING 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

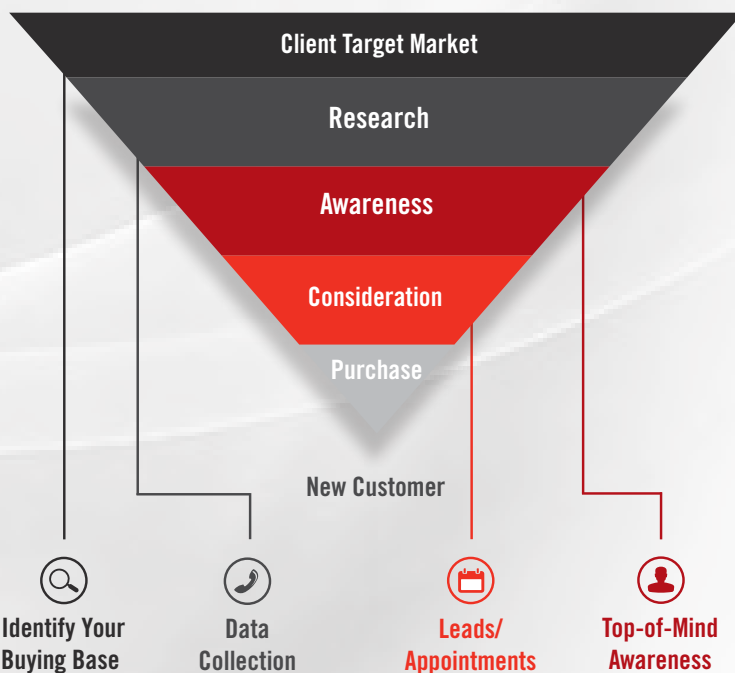
Pipeline Activity



- 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

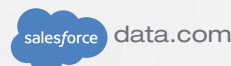
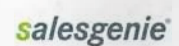


Partner Quality Assurance



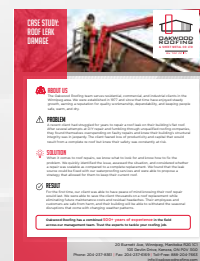
Partner Performance Manager

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

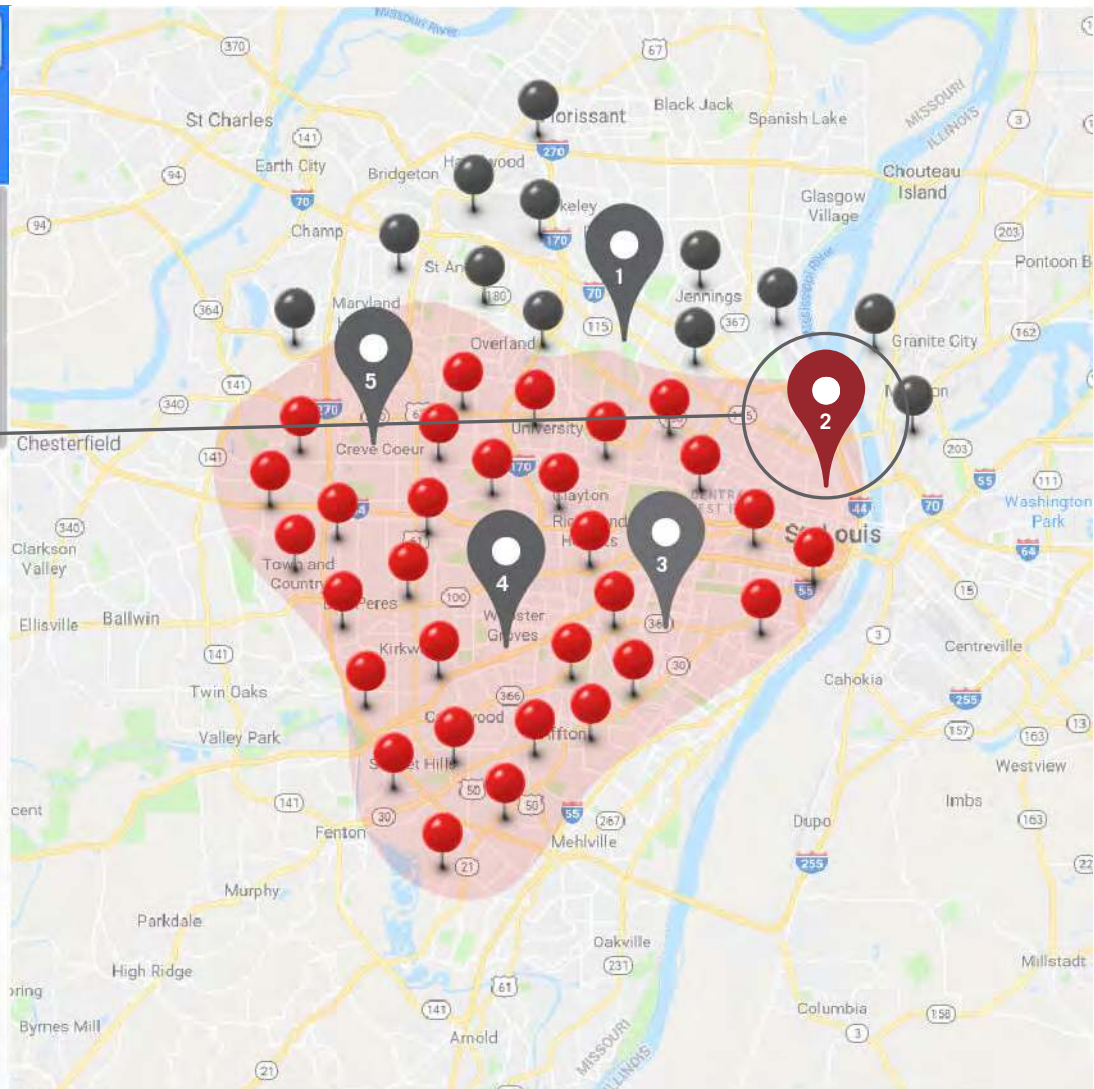
- Sell Sheet
- Business Card and Letterhead

- Video
- Case Study
- Infographic

- Trade show Pop-up Display

Roofing Company
Rating at least
Any rating

Environmental Roofing & Water Proofing
Frederic Roofing
J.B. Roofing
Taurus Elite Commercial Roofing
Scheffers Roofing Co
Classic Roofing



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- Small Business Monthly Best in Business “Best Marketing Firm”
- Hermes Creative Award
- Workforce Game Changer
- St. Louis Business Journal – Fastest Growing Companies
- St. Louis Business Journal – Best Place to Work