



## PIPELINE OUTBOUND

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



Scudder Solar came to Abstrakt in May 2019, after deciding to take its 35 years of experience in roofing and expand into the Solar industry. Pete Scudder and Mark Jacobi signed on with Abstrakt to gain top-of-mind awareness and market presence as they were starting this new venture. Scudder Solar came to Abstrakt as a \$6 million company, but after just three short months, Abstrakt secured a \$1.8 million deal. Now, almost a year later, Scudder has \$4.3 million in proposals, with a handful of jobs projected to close in the next six months.



EFS Energy has been with Abstrakt for a little over a year and is already looking to expand its program with us. In that time, we have opened relationships for EFS with targeted prospects in the company's ideal market in ways that have far exceeded expectations. Abstrakt set a particular opportunity in the early months of our partnership that closed for \$350,000 in new business. EFS leaders also let us know they recently submitted a \$3 million proposal they expect to close. With no signs of slowing, EFS is seeing exponential growth and attributes this to Abstrakt.



## WHY SOLAR 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



**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

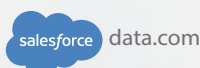


Partner Quality  
Assurance



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



- Sales Pitch
- Brochure
- Social Cover



- Sell Sheet
- Business Card and Letterhead

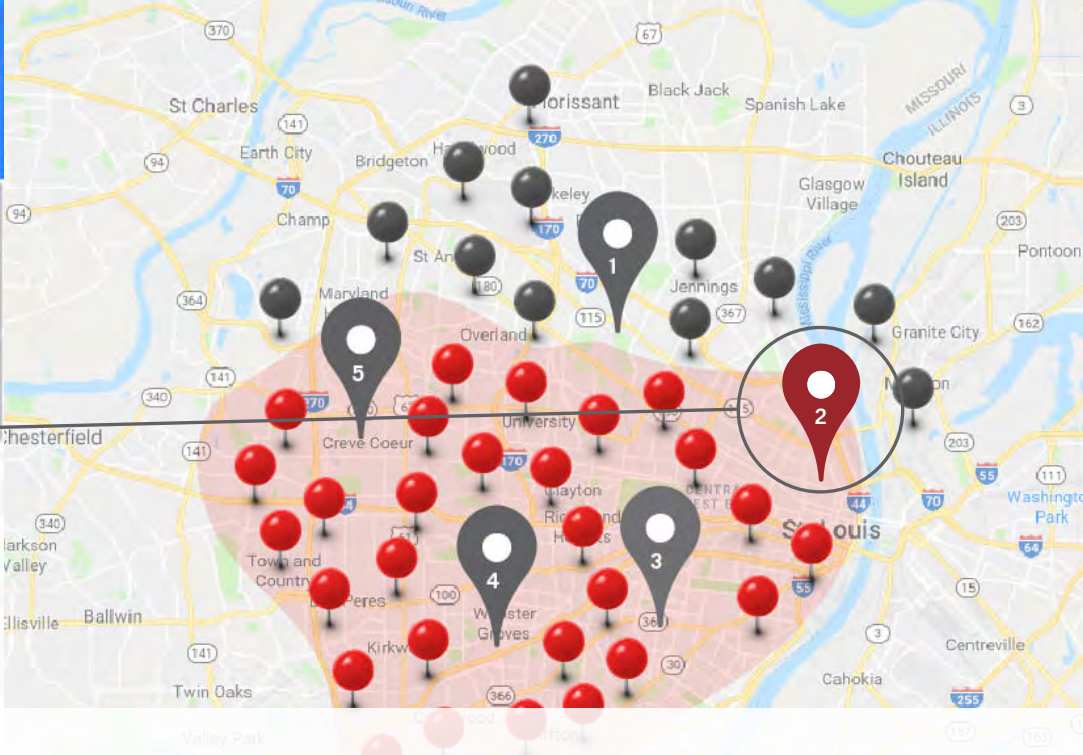


- Video
- Case Study
- Infographic


- Trade show Pop-up Display

**Solar Companies**


Rating at least  
Any rating ▾




O3 Energy




Renewable Energy Advantage Inc




Imagine Energy




Solar Energy Services



Accelerate Solar LLC



Solar Pro Energy Systems



WE ONLY WORK WITH ONE SOLAR PARTNER PER MARKET.

**CONTACT US TODAY  
FOR AVAILABILITY!**

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