

CASE STUDY

Generating \$90,000 for Commercial Cleaning Client



NO TIME OR RESOURCES

Giovanni, the COO of Inside & Out, wanted to bring on at least seven new recurring customers in companies similar to their existing clients. He also wanted his team to learn how to work cold leads and move the needle on them every month, which meant they needed coaching from their Account Manager.



GETTING DOWN TO BUSINESS

We took a deep dive into Giovanni's target market: companies in the medical, hospitality, banking, industrial/manufacturing, and automotive (dealerships) industries with 10–200 employees. They also had to fit these requirements:

10,000+
square feet

60+ full-time employees
occupying cleanable space

3+ nights
per week of cleaning

With our strategy set in place, it wasn't long before they got the results they wanted.



THOUSANDS OF DOLLARS WON

Since signing on for Abstrakt's Outbound SDR program, Inside & Out already closed a deal for \$7,500 per month—a total contract value of **\$90,000!** They also have four proposals in the pipeline and have gotten 10 deals from our appointments.

ABOUT OUR CLIENT

Inside & Out LLC is a cleaning and maintenance service company that specializes in commercial and residential cleaning in the Treasure Coast and South Florida area. They provide office, commercial, medical, and retail cleaning and related services to businesses of any size.

Don't have time or money to invest in sales? No problem!

Reach out to Abstrakt for strategy-driven lead generation services!



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