

CASE STUDY

Generating Millions for a Commercial Roofing Client

ABOUT ABSTRAKT

We're a B2B lead generation company with more than a decade of experience growing businesses. We use proven lead generation and B2B appointment setting tactics to cause predictable growth for our partners and build them healthy sales pipelines that generate consistent, high-quality opportunities.



NO TIME OR RESOURCES

Lallier was struggling to grow their business. They were doing most of their business development and outbound prospecting in-house, but they also didn't have the time or resources to prioritize building their sales pipeline. Enter Abstrakt.



TRUSTING AN OUTSOURCED SOLUTION

They signed on for our lead generation services in September of 2017. We built them a complete business development program that allowed their sales team to focus on closing the prospects we delivered. Abstrakt's Outbound SDR program included calls and emails as well as a questionnaire to qualify prospects to make sure each appointment booked was a good fit for them.



OUR PROVEN PROCESS WINS AGAIN

Since partnering with us, we've set 385 qualified sales meetings for them. They also closed a deal from an appointment for \$216 thousand as a result of our consistent follow-up process and ability to build relationships with months of nurturing. Lallier has won tens of millions of dollars in proposals from Outbound SDR since they became a client.



ABOUT OUR CLIENT

Lallier Construction is a full-service roofing contractor serving both residential and commercial sectors. They install every roof system on the market, have their own service department for any size repairs, and also offer maintenance contracts.

**Ready to grow your business
and start getting more customers?**

Reach out to the experts at Abstrakt Marketing Group!



sales@abstraktmg.com
314-577-0342 | abstraktmg.com