

CASE STUDY

Communications Company Scores 41 Meetings in Under a Year

ABOUT OUR CLIENT

Qbits Communications handles nearly every aspect of a business's communication system. Their primary service areas are voice, IT, and cabling. Through these three service areas, they can provide complete solutions for every business they work for. They also have experience in business and conference phones, hosted phones, networking, business software, cloud computing, structured cabling, SIP trunking, and more.

WHAT ISSUES WERE THEY HAVING?

Qbits Communications went live with Outbound SDR in September 2021. For 15 years before that, they stayed in business by referrals and word of mouth. They needed a new source to generate new business and wanted to start seeing the needle moving towards more solid business opportunities. Qbits leadership cared more about consistently getting in front of solid prospects, even if there wasn't immediate ROI.

HOW OUTBOUND SDR HELPED

Since their main goal was to secure in-person appointments with IT decision-makers, operations managers, directors, CEOs, VPs, owners, and more—that's exactly what we did. We got Qbits in front of their ideal prospects with our outbound services and equipped their team with marketing collateral as well.

RESULT

In less than a year working with Outbound SDR, Qbits has had **more than 41 qualified in-person appointments and closed \$31K in new business.**

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.



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