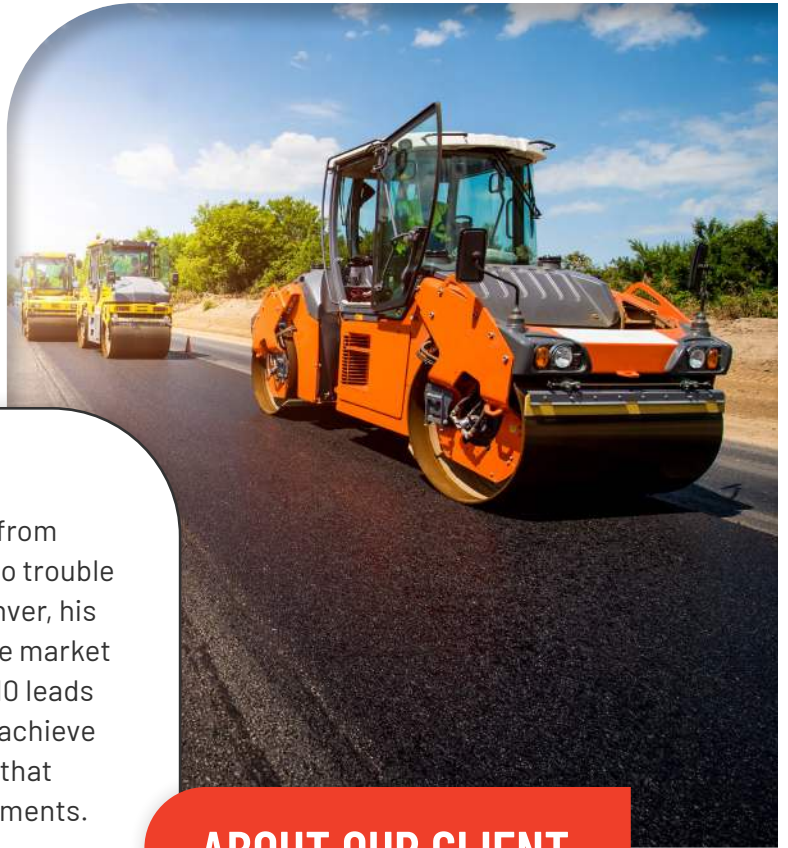


CASE STUDY

Helping a Paving Company Take Over a New Market



A TOUGH MARKET TO SELL TO

Sunland's owner had just moved to Denver from their Phoenix headquarters. While he had no trouble growing his business prior to moving to Denver, his team was having a hard time adapting to the market in Colorado and were generating less than 10 leads per month. This wasn't enough for them to achieve their lofty growth goals—then they learned that Abstrakt could help them get more appointments.



PERSISTENCE IN A PANDEMIC

Sunland turned to Abstrakt in May 2020 for B2B appointment setting services through our Outbound SDR program. With 2020 being challenging due to COVID-19, they couldn't use networking events, associations, and door knocking as methods for generating new business. Not wanting to fall short of his revenue goals, they signed on with us and began their program early in that summer.



APPOINTMENTS SET, DEALS CLOSED

In the first month of their program, **Sunland closed a deal for a \$37,000 parking lot job** from an appointment that Outbound SDR set. Since partnering with us, **we've scheduled more than 30 appointments** for them that have led to proposals, with many of those proposals expected to turn into closed deals.

ABOUT OUR CLIENT

Sunland Asphalt & Construction, Inc. was founded in Phoenix, Arizona, in 1979. In their 40+ years in business, they've grown from an asphalt maintenance company into a full-service general contractor, offering services like asphalt repair, crack sealing, paving, reconstruction, sealcoating, and more.

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.

Struggling to meet your sales goals because of a tough market?
The lead-generation experts at Abstrakt can help!



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