

CASE STUDY

Massive Business Growth for Commercial Fire Protection Company



Extending Their Sales Team's Reach

Our client operates in two primary segments: Construction and Service. Their service-side revenues are generated directly from end-users—facilities managers, property owners, and more. They sought Outbound SDR's support to strengthen these end-user sales, which often catalyze construction projects.



Nurturing Relationships, Landing Appointments

Outbound SDR became an extension of our client's sales team, identifying key decision-makers and setting quality appointments. With a targeted approach, we aimed to provide enough leads that their team could close a minimum of three appointments per month and they would have the bandwidth to focus on nurturing lasting relationships with prospective clients.



Secured Contracts and Steady Revenue

Within months, our client closed business worth \$202,301 and had an additional \$576,533 in proposal. Success stories include a \$1.2 million deal with a manufacturing facility, and a \$101,000 annual recurring contract with a prestigious race track—both facilitated by Outbound SDR's appointment setting and diligent follow-up.

About Our Client

Our client is a leading fire protection company in the Midwest that delivers top-notch, customized fire safety solutions. They offer a complete range of services, from design and fabrication to inspection and maintenance, all aimed at safeguarding people and property.

About Abstrakt

We are a B2B lead generation company with more than a decade of experience growing businesses.

We use proven lead generation tactics, both inbound and outbound, to cause predictable growth for our exclusive partners.

Don't risk leaving business safety to chance. **Secure your sales pipeline with Abstrakt Marketing Group.**



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