

CASE STUDY

How Our Client Painted Their Way to \$280K in Proposals



ABOUT OUR CLIENT

A&K Painting Company is a full-service commercial and industrial painting contractor based out of Charlotte, North Carolina. They deliver top-tier coating solutions across the east coast, emphasizing clear communication and thorough follow-through.

“Daniel and the [Outbound SDR] team have been amazing every step of the way. Onboarding is super thorough. Communication is precise. **The results have exceeded where we thought they'd be at this stage of the game.** Can't say enough good things about them.

- Gray Riley, VP of Sales & Marketing



SEEKING A SALES SURGE

Our partner Gray and his team, inspired by another company's testimonial of a \$400k return and five program expansions with Abstrakt, sought ways to enhance their sales and client base. The goal? Replicate that success and amplify their market presence.



STRATEGIC BUSINESS DEVELOPMENT

We started by crafting a list of suitable local businesses using the following criteria: commercial/industrial entities with a space exceeding 35,000 square feet. By pinpointing key decision-makers within these parameters, we streamlined the introduction process and set the A&K sales team up with on-site meetings with these businesses.



TANGIBLE PROSPECTS & IMPRESSIVE RETURNS

From the vast pool of 300+ decision-makers identified, we secured 22 significant appointments for the A&K team. This precision in lead generation has enabled their sales executives to **dispatch proposals worth over \$280K**, showcasing the power of Outbound SDR's proven lead generation process.



Need some help in finding
prospective customers for your business?
Let Abstrakt paint your growth story.

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