

## How We Helped an Electric Company Amp Up Their Revenue

### ABOUT OUR PARTNER

Brint Electric is an electrical contractor based both in Toledo, Ohio, and Adrian, Michigan. They bring over half a century of expertise to a variety of high-profile projects. Whether it's heavy industrial work in steel manufacturing or commercial ventures in sectors like automotive and food processing, Brint Electric provides customer-centric commercial and industrial electrical services.



### SEEKING A RECHARGED SALES STRATEGY

While Brint Electric had the technical expertise and customer focus on lock, there was a gap in their sales process. The company wanted to expand their clientele but found their sales team stuck in the cycle of lead generation rather than closing deals. In short, they were plugged in but not fully powered up.



### SWITCHING ON SALES WITH OUTBOUND BDR

Brint Electric found the perfect voltage with Abstrakt's Outbound BDR Program. We stepped in to provide finely-tuned lists of local businesses fitting their exact qualifiers. We then zapped through these lists to pinpoint decision-makers, determine project timelines, and set in-person appointments.



### HIGH-VOLTAGE WINS IN JUST 1.5 YEARS

The numbers are electric! In only 18 months, Brint Electric's sales team had 117 qualified appointments set up through our services. This led to **\$386,418 in closed business** and an additional **\$273,513 in the pipeline**. The circuit is complete, and the revenue flow is better than ever.

Get wired for success with Abstrakt's  
tailored lead gen solutions.

Don't short-circuit your potential  
—call to get started!

info@outbound-sdr.com | 314-577-0342  
abstraktmg.com

