

CASE STUDY

Raising Profits for Our Material Handling Partner

Our Florida material handling partner is a leader in the industry, specializing in material handling equipment and warehouse solutions. Their commitment to operational efficiency and productivity has made them a prominent choice for businesses seeking to optimize their logistics operations.



PURSUING QUALITY LEADS AND LASTING RELATIONSHIPS

Our partner was resolute in their mission to empower their inside sales team with a steady stream of hot, qualified leads. They wanted to build a robust Salesforce database that would ensure comprehensive prospecting capabilities and fresh opportunities that would boost immediate sales and lay the groundwork for long-term, prosperous business relationships. Abstrakt's Outbound BDR program was designed to create these types of opportunities.



PRECISION LEAD GENERATION

We crafted a list of qualified prospects aligned with their ideal customer profile, factoring in industry, title, and location. Then, through a strategic blend of personalized emails and targeted phone calls, we warmed these leads, making sure they were primed for our partner's sales team. When prospects signaled their readiness to purchase within the next 12 months, we sent these in-person sales appointments straight to our partner's calendar.



DRIVING RESULTS

The first two months of their campaign yielded impressive results, with **23 appointments set**. During one of those appointments, we set up a meeting with a local manufacturing company actively seeking a used forklift. We positioned our partner as the obvious choice, and two weeks after the meeting, they **invested in a new forklift valued at \$17,000**. This success underscores our ability to convert prospects into valuable business opportunities.

Ready to dominate your market?
Start with Outbound BDR.

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ABOUT OUTBOUND BDR

We are a division of Abstrakt Marketing Group, a B2B lead generation company with more than a decade of experience growing businesses. We use proven lead generation tactics to cause predictable growth for our exclusive partners.