

## CASE STUDY

# Paving the Way to ROI: Driving Sunland Asphalt's Success



### DATA OVERLOAD HINDERS GROWTH

Sunland sought Outbound BDR's expertise to sort through a maze of data across select locations. Their aim was to establish relationships that would lead to asphalt maintenance and repair contracts. But, they struggled with data overload, identifying the right prospects to approach, and putting in the activity necessary to secure meetings with decision makers.



### PRECISION TARGETING

We implemented our proven pipeline process, meticulously sifting through contacts to identify high-probability prospects and key decision-makers. This allowed Sunland's sales team to focus their energies on pitching to prospects who were genuinely interested and likely to convert.



### ROI-DRIVEN PARTNERSHIP AND GROWTH

Within a short period, two of Sunland's locations generated **\$6.9 million in proposed business** and **closed \$644,000 worth of contracts**. This impressive ROI solidified our relationship as lifetime partners. Abstrakt continues to offer sales consulting, helping Sunland close more deals effectively.



### EXPANSIVE REACH AND EXPERTISE

Sunland Asphalt & Construction, LLC., has been a trusted name in construction since 1979. With offices spread across Arizona, Colorado, Nevada, New Mexico, and Texas, they specialize in an array of services from asphalt maintenance to full-scale general contracting. Their promise: Quality projects delivered on time, every time.



I've been working with [Outbound BDR] for three years now. I am extremely satisfied with their customer service and their dedication to help me be successful. They truly strive to have a long term partnership which is very important to me and my company. We have great communication, and they are very responsive whenever there is a need to course correct or adjust on the fly. **We have seen a very high financial benefit with our partnership and look forward to continued success.** - Dave Larsen



**Don't miss your road to success.**  
Contact Outbound BDR to turbocharge your sales pipeline.

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