



OUTBOUND SDR

BUILDING PREDICTABLE SALES PIPELINES

CASE STUDY

Construction Company Lands Deal That Paid for Their Program for 2 Years



WANTING FOR MORE

DBG expressed interest in Abstrakt's services in May of 2020. Although they were growing at a steady rate, they were interested in learning more about the services we offer and how those could help their business grow and expand into new markets.



BUILDING RELATIONSHIPS

They signed on with Abstrakt's Outbound SDR program in June of 2020 and hit the ground running with their program in July 2020. The Sales Development Representative (SDR) assigned to work on DBG began calling a list of prospects put together by our operations team. By cleansing and qualifying leads, she started building a sales pipeline and developed strong relationships with various companies in their market.



APPOINTMENTS SET, DEALS CLOSED

In DBG's third month live with our program, they closed a deal for \$900 thousand, a deal large enough to pay for their program at Abstrakt for **two years!**

ABOUT OUR CLIENT

DBG Construction is a full-service general contracting firm in Dallas and Oklahoma City. They tackle everything from the conceptual stages of architecture to the completion of construction. As a fully licensed, insured, and bonded general contractor, DBG performs comprehensive design-build services.

I wanted to share that today we signed a contract with ClearSight from an appointment that was generated by our Abstrakt sales representative. Kudos to you for your hard work and perseverance! We are truly Abstrakt believers because of you.

Deemah Ramadan,
CEO, DBG Construction

Want to experience the difference that a proven process can make?

Get in touch with the lead-generation experts at Abstrakt!



sales@abstraktmg.com
314-577-0342 | abstraktmg.com