

About Our Partner

In the heart of the industrial Midwest, our partner has specialized in IT solutions for over 20 years. Catering to 2,500+ manufacturing giants, they blend cutting-edge technology with strategic foresight, ensuring businesses are not just protected but poised for unwavering growth.

OUTBOUND BDR
BUILDING PREDICTABLE SALES PIPELINES

CASE STUDY:

Securing Success for Our IT & Security Partner



Expanding From Security to IT Success

After bolstering their building security technology division through Abstrakt's Outbound BDR program, our partner was keen to replicate this success in their IT division. They used to get new customers via their website or through customer referrals, but they needed to find more IT customers if they wanted to dominate the market.



Strategic Outreach to Decision Makers

We crafted a list of potential clients in our partner's target market, fitting specific criteria like imminent MSP contract renewals or co-managed IT needs for 50+ workstations. Key decision-makers were identified, and through personalized relationship-building, we paved the way for success, setting the stage for high-value appointments when these decision makers were primed for discussions on IT and security solutions.



IT Program Launch

Our collaboration on the security front led to a significant proposal of \$56K for a comprehensive camera system at a manufacturing site. Transitioning our focus to IT services brought even more success: from 25 appointments, 4 stood out as exceptionally promising leads, holding the potential to cover the program's costs.

Fast Facts: How We Helped

- ▶ 90 appointments set for security services
- ▶ 25 appointments set for IT services
- ▶ Over \$175K in IT proposals delivered
- ▶ 1 major \$56K security proposal achieved
- ▶ 4 key warm leads in IT services
- ▶ Broad engagement across the manufacturing sector

**Reboot your IT sales strategy.
Team up with Abstrakt to
upgrade your growth!**



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