

CASE STUDY

How a Client Won \$90,000 in Monthly Recurring Revenue



Maximizing Cold Calling Results

Understanding how difficult that can be, they wanted to find a partner who could bring expertise and a proven track record to build that team and improve their outbound sales efforts. **Their goal was to generate quality leads and maximize conversions** through effective cold calling strategies. So, they turned to Outbound BDR.



A Game-Changing Partnership

With his extensive experience in managing large business development representative teams, Joe Saullo of Outbound BDR was the perfect fit for First Class Connection. He and his team collaborated with First Class Connection to identify the necessary steps to enhance their sales efforts, and also implemented those steps. All this ensured a seamless integration of sales strategies and exemplified a shared commitment to achieving success.



A Path to Continued Success

After years of working together, First Class Connection and Outbound BDR celebrated a significant milestone with the closing of a monumental deal. **This deal secured a monthly recurring revenue of \$90,000 (based on a 36-month agreement)** and also marked the beginning of a long-lasting partnership. The total contract value for **this opportunity is projected to surpass \$3 million**, showcasing the immense potential of this collaboration.



About First Class Connection

Since 2014, First Class Connection has been a trusted provider of cutting-edge telecommunication solutions. With a focus on excellent customer service, impactful consultations, and essential tools and resources, they've established a reputation for delivering outstanding results.

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.

Watch your sales grow like never before when you partner with Outbound BDR.
Give us a call to get started.



abstraktmg.com

sales@abstraktmg.com

314-266-5809