

## CASE STUDY

# How We Cultivated Success for Our Landscaping Partner

## ABOUT OUR PARTNER

Our New York landscaping partner excels in tending to the greenery of office parks, warehouses, retail giants, and municipalities. From irrigation solutions to snow removal, they've mastered the art of transforming outdoor spaces into inviting landscapes.



## BATTLING A WILTED SALES PIPELINE

In their pursuit of growth, this partner turned to Abstrakt. They were in search of "solid" appointments tailored to their local service capabilities, allowing them to maximize their efficiency. For them, a quality appointment means prospects interested in quotes, sizable projects, clear project start dates, and the chance to build strong connections with property managers.



## OUR LANDSCAPING LEAD SOLUTION

To cultivate leads, we compiled a list of qualified businesses in their target area. Our campaign involved a series of calls and emails to warm these prospects. When the time was ripe, we secured appointments with key decision-makers, ensuring they were ready to discuss landscaping services and understand why our partner is the right choice.



## LEADS BEAR FRUIT

After just two months, our partner blossomed, **issuing 5 proposals worth \$117,000** and boasting an **impressive 88.89% show rate**. Over our 21-month partnership, we **nurtured 170 appointments**, leading to proposals for recurring monthly revenue from **49 promising prospects**.

**Don't leaf your leads behind!**

**Connect with Abstrakt to grow your business like never before.**

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