

CASE STUDY

Getting \$101,598 in Proposals for a Physical Security Client

Located in Philadelphia, our physical security partner offers clients flexible, integrated solutions. They merge traditional security staffing with modern electronic systems, ensuring efficient protection from a single source.



“ We have used [Outbound BDR] lead generation and have had success with the subscription. I have used well known others, but [Outbound BDR] was better. **I would recommend to colleagues.**

- Kevin L., Business Development Manager

HUNTING FOR CONSISTENT CLIENT CONNECTIONS

Our partner was grappling with an inconsistent flow of fresh leads. They aspired for a continuous stream of opportunities to engage with decision-makers in need of a certain number of hours of security services weekly. This inconsistency hindered their growth potential and often left their sales team waiting rather than actively pitching.

TAILORED OUTBOUND LEAD GENERATION

Outbound BDR analyzed and identified key target companies by size and industry. Using this refined list, we cleansed the data to make sure that every lead was qualified. Our dedicated efforts translated into setting need-based appointments, allowing our security partner to present their services face-to-face, ensuring a personal touch in every pitch.

TURNING COLD LEADS TO CLOSED DEALS

Within the first four months of launching our program, our approach yielded tangible results. **We successfully set 39 qualified appointments for our security partner, directly translating to opportunities worth \$101,598 in proposed business.** This opened avenues for sustainable growth and revenue for our client in a competitive market.



Don't risk missing key opportunities.

Secure your business's future with Outbound BDR from Abstrakt Marketing Group.

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