

CASE STUDY

Communications Company SCORES 41 MEETINGS IN UNDER A YEAR

Challenges in Connecting

Historically, our client expanded through referrals. But they recognized the limitations of these methods for substantial growth. To achieve their ambitious growth targets, they invested in Outbound BDR to allow their internal team to concentrate on closing deals. This strategic shift was driven by the desire for a more predictable expansion and securing a competitive edge in the market, **aiming for a systematic approach to uncovering new business opportunities.**

Outbound BDR Wins

Since their main goal was to secure in-person appointments with IT decision-makers, operations managers, directors, CEOs, VPs, owners, and more—that's exactly what we did for our telecom partner. **We got them in front of their ideal prospects with our outbound services and equipped their team with marketing collateral as well.**

Rapid Gains

In under a year since using Outbound BDR, our partner has seen impressive results, **securing over 41 qualified in-person appointments with key decision-makers.** They broadened their market reach and also significantly impacted their bottom line, **closing \$31K in new business.** This achievement underscores the effectiveness of targeted outbound efforts and highlights our ability to connect our partner with their ideal prospects.



About Our Partner

Our partner is at the forefront of the communications sector, specializing in voice, IT, and cabling. With expertise in business and conference phones, hosted solutions, networking, cloud computing, and more, they ensure seamless operation and advanced connectivity for their clients.

About Outbound BDR

We are a B2B lead generation company with more than a decade of experience growing businesses. We use proven lead generation tactics, both inbound and outbound, to cause predictable growth for our exclusive partners.

**Make the right call for growth.
Team up with Abstrakt Marketing Group
for predictable lead generation.**



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