



ABSTRAKT
MARKETING
GROUP®

PROTECT YOUR BOTTOM LINE

7 Ways Abstrakt Helps Sales Teams Reduce Costs



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CUT SALES COSTS, BOOST EFFICIENCY

How Abstrakt Empowers Growth

At Abstrakt, we understand that growing businesses are always looking for ways to reduce sales costs without sacrificing growth or efficiency. That's where we come in.

Our outsourced sales and marketing services empower businesses to streamline their sales process and generate leads at a fraction of the cost—1/3 the cost of hiring just one internal sales rep.

In this guide, we'll show you how our proven strategies help you reduce sales expenses while optimizing efficiency, allowing you to focus on what matters most: closing deals.



REASON #1

Leverage Outsourced Technology and Automation

Abstrakt's CRM Integration: Our team seamlessly integrates advanced CRM technology into your sales process, handling customer interactions and automating repetitive tasks.

Automation for Lead Nurturing: Our automated lead nurturing services ensure no opportunity slips through the cracks, saving you time and allowing your sales team to focus on high-value prospects.

Proven AI Solutions: We utilize AI to assist with initial outreach, ensuring potential leads get the information they need fast while reducing labor costs.

How Abstrakt Empowers You:

- ▶ Our tools reduce your internal labor costs, automating processes that usually require dedicated staff.
- ▶ You benefit from the latest technology without the high investment, helping you improve response times and boost productivity at a lower cost.

REASON #2

Optimize Lead Generation with Outsourced Expertise

Targeted Lead Generation: Instead of wasting time chasing cold leads, we use data-driven strategies to focus on leads that are ready to engage. This increases your conversion rate while saving time and money.

Lead Scoring Built-In: Our outsourced teams work with a lead scoring system to ensure that only the most promising leads move forward, maximizing your sales team's efficiency.

Done-for-You Lead Generation: Our lead generation services allow you to scale without the overhead of hiring and managing an internal team. Our team delivers qualified leads right to your sales team, so they can focus on closing.

How Abstrakt Empowers You:

- ▶ We reduce the cost of lead generation by providing a full team at a fraction of the cost of hiring internally.
- ▶ You get a consistent flow of qualified leads, reducing wasted effort and increasing ROI on your sales efforts.



REASON #3

Drive Efficiency with Account-Based Marketing (ABM)

Personalized ABM Campaigns: Our outsourced marketing experts collaborate with your sales team to create customized account-based strategies that focus on your high-value prospects.

Data-Driven Precision: We use targeted ABM strategies that ensure your efforts are aligned with the right accounts, reducing wasted outreach and optimizing sales efforts.

How Abstrakt Empowers You:

- ▶ You save money by leveraging our experienced team to handle ABM, avoiding the cost of building an internal team.
- ▶ We create focused, high-ROI campaigns that resonate with decision-makers, improving conversion rates while reducing sales costs.



REASON #4

Maximize Customer Relationships with a Customer-Centric Focus

Outsourced Solution Selling: We focus on understanding your customers' pain points and tailoring our outreach to offer real solutions. This approach boosts customer retention and lifetime value without requiring costly internal resources.

Retention Strategies: Our team develops customer retention strategies that keep your clients engaged and coming back for more, helping you increase customer lifetime value while reducing churn.

How Abstrakt Empowers You:

- ▶ We help you maximize revenue from existing customers, reducing the need for constant new acquisitions, which often come with higher costs.
- ▶ Our services help you increase customer loyalty and retention, reducing the long-term cost of sales.



REASON #5

Empower Your Internal Sales Team—Without the Cost

Sales Playbooks and Best Practices:

We provide you with tried-and-tested sales playbooks, ensuring that your team operates at peak efficiency.

Ongoing Training Resources: Instead of spending time and money developing training programs, our team empowers your internal reps with the tools and training they need to succeed.

How Abstrakt Empowers You:

- ▶ We cut down on training and onboarding costs by providing your sales team with the playbooks, tools, and strategies they need to excel right out of the gate.
- ▶ You see faster results and increased efficiency from your internal team, all while reducing overhead.

REASON #6

Data-Driven Sales Improvement—On Autopilot

KPI Monitoring: We provide comprehensive analytics and insights into your sales performance, helping you continuously improve without having to dedicate internal resources.

A/B Testing and Optimization: Our team conducts rigorous testing to ensure your strategies are optimized for success, allowing you to make data-driven decisions without the cost of hiring analysts.

How Abstrakt Empowers You:

- ▶ We handle the heavy lifting of data analysis, allowing you to focus on closing deals while we optimize your pipeline.
- ▶ Our insights allow you to make informed decisions that drive results—without the internal costs associated with tracking and monitoring.

Streamline the Entire Sales Process

Simplified Sales Process: We design and implement a streamlined sales process that reduces friction at every stage, from lead generation to closing.

Consistent Delivery: With our outsourced services, you can count on a consistent and scalable sales process, eliminating bottlenecks and inefficiencies.

How Abstrakt Empowers You:

- ▶ We reduce operational complexity, giving your sales team more time to focus on what they do best—closing deals.
- ▶ Our proven process helps you scale efficiently, driving revenue while cutting operational costs.



SCALE EFFICIENTLY AND SAVE

Abstrakt's Here to Protect Your Profits

Reducing sales costs while boosting efficiency is the key to sustainable growth. With Abstrakt's outsourced sales and marketing services, you get the benefits of an entire sales team at just 1/3 of the cost of hiring a single internal sales rep. From lead generation to ongoing customer relationships, our services empower your business to scale efficiently, lower operational expenses, and maximize ROI.

Ready to take the next step? Contact Abstrakt today and see how we can help you grow faster for less.