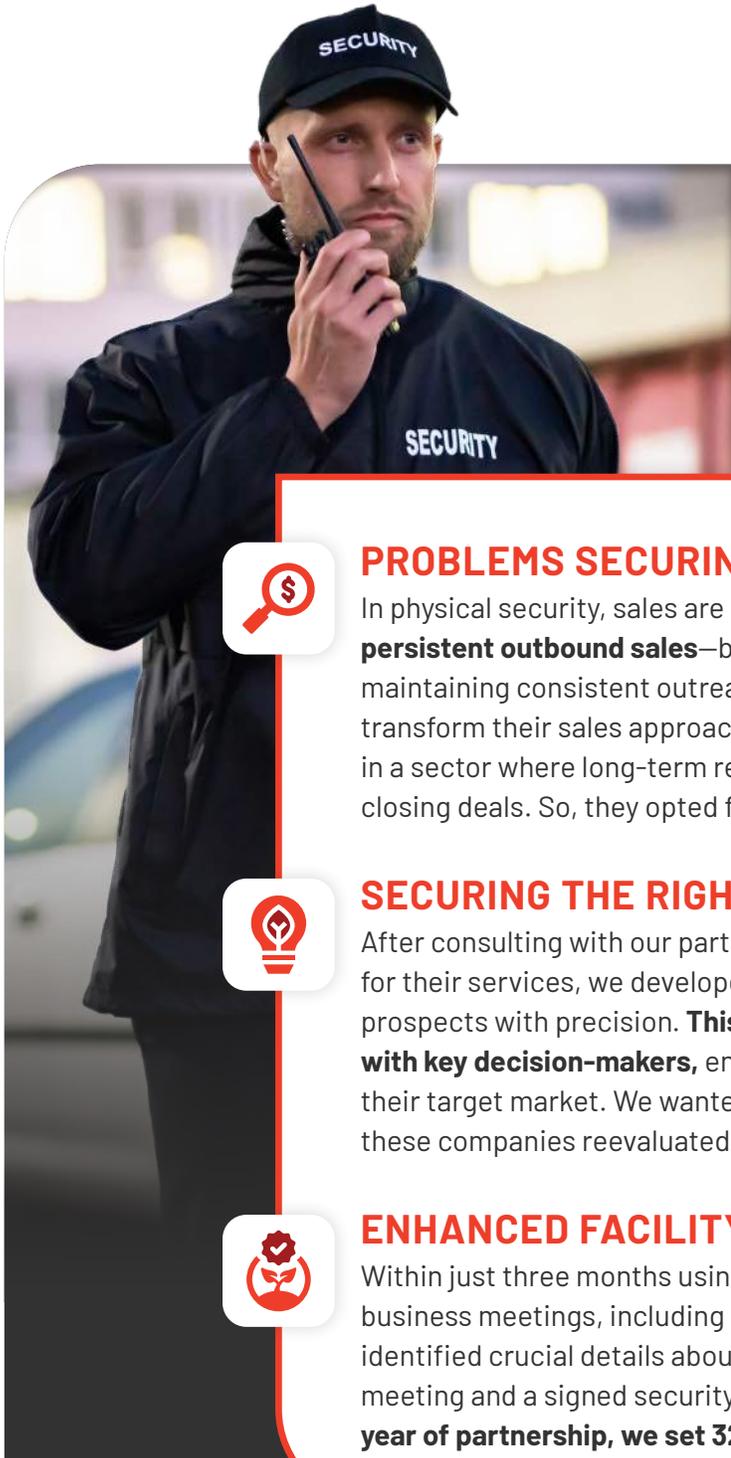


CASE STUDY

Cold Calling Secures Growth for Security Provider

ABOUT OUR PARTNER

Our New York-based partner is a licensed and insured security provider offering solutions for various industries nationwide. They specialize in standing officer services, patrol inspections, alarm responses, and emergency coverage, focusing on proactive protection and leveraging cutting-edge technology.



PROBLEMS SECURING CONSISTENT SALES

In physical security, sales are anything but predictable. **Seeking expertise in persistent outbound sales**—building lists, identifying decision-makers, and maintaining consistent outreach—our partner turned to Abstrakt. They aimed to transform their sales approach, prioritizing a steady, strategic pursuit of growth in a sector where long-term relationship building is key to unlocking doors and closing deals. So, they opted for our Outbound BDR lead generation service.



SECURING THE RIGHT TARGETS

After consulting with our partner to identify the most lucrative types of businesses for their services, we developed targeted client lists, refining and qualifying these prospects with precision. **This strategic preparation led to impactful meetings with key decision-makers**, enhancing our partner's visibility and engagement in their target market. We wanted to make sure our partner was top of mind for when these companies reevaluated their security solutions.



ENHANCED FACILITY SECURITY

Within just three months using Outbound BDR, our partner held over nine qualified business meetings, including one with a major senior living facility. The initial call identified crucial details about the facility's security plans, leading to an in-person meeting and a signed security agreement shortly after. In total, **during their first year of partnership, we set 32 appointments** for our partner!



Don't patrol the market alone.

Join forces with Abstrakt Marketing Group for predictable lead generation.

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