

CASE STUDY

Cold Calling Provides Security for Senior Living Facility

ATYPICAL, INCONSISTENT SALES

In the physical security industry, there isn't a typical sales cycle. **It requires both a constant outbound targeting process and a long-term nurture process.** NJB Protection partnered with Abstrakt in September 2022 for our Outbound SDR lead generation process.

HOMING IN ON THE TARGET MARKET

Abstrakt's Outbound SDR team, with direction from NJB Protection, emphasized specific facility types and key-decision making titles as perfect targets. Through Abstrakt's Outbound SDR, **we set face-to-face meetings between key decision-makers and NJB Protection.**

A SAFE AND SECURE FACILITY

After only three months with Outbound SDR, NJB Protection was able to conduct over nine qualified business meetings with potential customers, including a large Senior Living Facility. On the initial cold call, their SDR determined the facility's key details, decision makers, and desires for upcoming security plans, ultimately leading to an in-person meeting. **This meeting resulted in a signed security agreement in early January 2023!**



ABOUT OUR CLIENT

NJB Protection was built by two NJB Security alumni to better serve national clients and to service large scale security projects through one single project manager. They're a full service, licensed and insured security officer firm that boasts the most trusted partner network in the United States.

ABOUT OUTBOUND SDR

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.

Is sales in your industry complicated to approach? **Don't worry. The lead generation experts at Abstrakt have you covered!**



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