



**CASE STUDY**

# Getting 3-4 Monthly Recurring Revenue Deals for an IT Partner

## ABOUT OUR CLIENT

Modo Networks offers customizable, cost-effective IT services for those who want to get more from their technology. They work with a growing number of small and mid-sized businesses in a variety of industries across Texas and beyond to reduce the time, effort, and money those businesses spend on IT.



### IN-HOUSE SALES CAN BE EXPENSIVE

In 2016, Modo's Director of Sales knew he needed more calling activity, and he didn't want to do it all himself. He said he knew how critical business development was and knew he needed to hire a lot of people to make calls. Instead of hiring an expensive internal team, he decided to outsource through Abstrakt to save time and money.



### OUTSOURCED SALES = SUCCESS

Outbound SDR solved the issue that Modo had of not wanting to hire 3-4 people to make calls on their behalf. The activity, calls, emails, and more that Outbound SDR provides just made more sense to Modo's Director of Sales. Modo's team has continued to work alongside our process to keep up with business development and nurture those relationships.



### HUNDREDS OF THOUSANDS IN RECURRING REVENUE

Since beginning the partnership, Modo has really seen and understood how our process works. In just their first year, they closed 4 monthly recurring revenue deals, which ended at \$100,000 for that year and made for a huge return on investment. Since then, they've brought on at least 3 to 4 monthly recurring revenue deals as well. Overall, they've made around **\$850,000**, of which **\$350,000 is annual recurring revenue.**

**Save money by outsourcing sales to a team with a proven process.**

**Get started with Abstrakt's lead generation services!**



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## ABOUT ABSTRAKT

We're a B2B lead generation company with more than a decade of experience growing businesses. We use proven lead generation and B2B appointment setting tactics to cause predictable growth for our partners and build them healthy sales pipelines that generate consistent, high-quality opportunities.