

OUTBOUND SDR

CASE STUDY

\$400,000 in Revenue for a Full-Service General Contractor

OPEN FOR OPPORTUNITIES

Sunland was looking for more opportunities to sell pavement maintenance and repairs. They wanted to set sales meetings with those in the commercial, municipal, educational, parks and recreation, or retail industries—targeting key decision-makers responsible for facility maintenance. Ultimately, they wanted to build long-term relationships with customers, and they needed help getting to that point.

A PROCESS THAT JUST WORKS

To get the results they wanted, Sunland signed up for Abstrakt's Outbound SDR program. We further defined their target market and followed our proven process for lead generation and appointment setting. Through Outbound SDR, Sunland has gotten consistent, in-person qualified sales appointments with their preferred decision-makers month over month since they partnered with us.

CONTINUOUS GROWTH

Sunland closed two paving opportunities totaling over \$50,000 in revenue, bringing their total reported revenue to \$400,000. They have over \$5 million in proposals out, and deals continue to roll in for them.

LIFETIME TOTAL APPOINTMENTS: **130**

TOTAL CONTRACT VALUE: **\$576,552**

ABOUT ABSTRAKT

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.



ABOUT OUR CLIENT

Sunland Asphalt & Construction, Inc. was founded in 1979 and has since grown from an asphalt maintenance company into a full-service general contractor. Sunland has completed projects across the United States, ranging from parking lot maintenance to constructing major highways.

Ready to see your company reach new heights?

Get started with the business growth experts at Abstrakt Marketing Group!

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