

CASE STUDY

Appointments Heat Up Sales for HVAC Contractor



GET ON THEIR CALENDARS

MSS offers a full range of construction, energy, controls, and process services, and companies depend on them from the idea stage of a project to lifecycle maintenance of existing buildings. **But creating sales opportunities requires a different blueprint**, so MSS allied with Abstrakt's Outbound BDR appointment setting process.



MAKE THE RIGHT CONNECTIONS

Developing business relationships over two years led to great success in 2022. Through strategic list building, ongoing phone and email outreach, and an extensive nurture program, Abstrakt's Sales Development Team **connected MSS with key decision makers in their target market**. Being in the right place at the right time led to more face-to-face sales meetings and new business.



CLOSE MORE LUCRATIVE DEALS

Just before Christmas, MSS informed Abstrakt they'd **scored a signed agreement for over \$570,000 from a fall appointment set by an Outbound sales development representative** who discovered a cooling tower project that seemed like a great fit for our client. This deal proves lead generation is vital for finding new opportunities and that Abstrakt's Outbound BDR process is the best way to close new business consistently.



ABOUT OUTBOUND BDR

Abstrakt's Outbound BDR is a **B2B lead generation solution 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

Mechanical Services & Systems, Inc. (MSS) has been providing dependable construction, service, repair, preventative maintenance, and energy solutions to the intermountain western U.S. since 1984. They're a "one-stop shop" for all mechanical needs.

Looking for your sales opportunities in your target market? **Get in front of more clients with Abstrakt's Outbound BDR.**



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