

**CASE STUDY**  
**From Rocky Roads  
to Smooth Success**

**ABOUT OUR CLIENT**

An industry leader in asphalt & concrete, ACI has thrived on top-notch craftsmanship and unparalleled customer service. They stand tall with solutions for new installations and expert repairs.



**SEEKING DYNAMIC BUSINESS DEVELOPMENT**

While ACI Asphalt & Concrete held a strong reputation for unmatched craftsmanship and customer service, scaling their business landscape posed challenges. They needed a dedicated business development partner, one with expertise and innovative strategies, to drive consistent year-over-year growth. It wasn't just about finding new clients, but about laying the groundwork for long-term, sustainable expansion.



**TAILORED OUTREACH**

Outbound BDR meticulously assembled a list of potential businesses in ACI's target areas. We initiated calls and emails, representing ACI, to sieve through potential partners and pinpoint key decision-makers. The aim? Set up sales meetings for ACI with decision-makers or key influencers related to construction/maintenance of paving, concrete, or asphalt. Each decision maker must be considering at least 2 of the 3 services.



**TANGIBLE GROWTH & SECURED DEALS**

Our strategy translated into tangible outcomes for ACI. In no time, they locked in a \$64K deal, with another promising \$28K proposal awaiting confirmation. But it wasn't just about the numbers. The ripple effect of our partnership manifested in a stellar 100% meeting attendance rate, ensuring ACI's pitch reached receptive ears every single time. This blend of quantity and quality set a new benchmark for ACI's aspirations.

**Solidify your growth with Abstrakt, or risk  
letting success slip through the cracks!  
Pave the way with Outbound BDR.**

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“ [Outbound BDR] has delivered incremental sales through their resourcefulness. It's a collaborative approach more reflective of a partnership looking to drive success for both businesses. Their open communication and willingness to learn from input and exchange ideas is a vital key to their and our continued growth. - Daniel Robertson