

## CASE STUDY

# Roofing Client Closes \$23,000 in Deals in the First Month of Their Program

### ABOUT OUR CLIENT

Weather Shield Roofing works with business owners, property managers, and facility managers who want to minimize their roofing costs, eliminate unpleasant surprises and interruptions, and gain control over their expenditures.

### 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.

### WANTING TO EXPAND

Many roofing companies struggle to set sales appointments with qualified leads. After all, they've got plenty of other responsibilities to take care of, and none of those should be scoffed at. Roof repair, installation, and other services are vital to the long-term stability of any building! Weather Shield Roofing wanted to grow into other cities, so they needed a partner to outsource their appointment setting to.

**Enter Outbound BDR.**

### A TRIED-AND-TRUE PROCESS

Outbound BDR is laser focused on finding quality leads and appointments. Partnering with us allowed Weather Shield to focus on day-to-day tasks and gave them a full sales team for less than the cost of one full-time sales employee. Their high-performing, highly trained team went to work finding qualified leads, using all the latest technology for streamlined lead generation to guide those leads down the sales funnel.

### THOUSANDS IN NEW REVENUE

In just their first month of partnership with Outbound BDR, Weather Shield closed two deals from the second and third appointments we set for them. **LaFontaine Ford closed for \$13,593**, and they just bought another dealership that has an old roof that they want Weather Shield to look at and give quotes for. **Capital Steel & Builders Supply closed for \$10,000** to repair two out of the three sections of their roof, and there's potential for the third section as well.

Expand into new cities with proven lead generation services. **Join forces with Outbound BDR!**