

CASE STUDY

Revolutionizing Our HVAC Partner's Sales Strategy for Unparalleled Success



Expanding Beyond the Comfort Zone

Despite a warm reception from long-term clients and a steady stream of referrals, Armistead recognized that their growth was on a slow burner. They needed to transition from relying solely on word-of-mouth referrals to a more dynamic, cold-calling approach. They needed to safeguard their business against market fluctuations and find new ways to reach the decision-makers in industries for their specialized HVAC services.



Using Fresh Strategies

Abstrakt Marketing Group compiled a targeted list of commercial and industrial businesses with over 10,000 square feet of air-conditioned space. Our team then fired up a campaign, reaching out through phone and email strategies, effectively building relationships with potential clients. We set the stage for Armistead, arranging face-to-face meetings where they could present their solutions directly to those who call the shots.



Success Like Never Before

One of the appointments we set for Armistead turned into a 3-year deal for a semi-annual preventative maintenance agreement, totaling \$23,112.00. This is just a fraction of the success story; over time, Armistead has closed deals worth over \$857K and has an additional \$3.49M in proposed business. It's clear that with Abstrakt's help, Armistead's market presence is burning brighter than ever.



About Our Partner

For over a century, Armistead Mechanical has provided HVAC solutions to the New York and New Jersey areas. They offer mechanical construction and contracting, specializing in industrial and commercial HVAC solutions, process piping, and high purity orbital welding.

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.

**Don't stay frozen in outdated strategies.
Ignite your business's potential with
Abstrakt and fan the flames of your success.**



info@outbound-sdr.com
314-577-0342
abstraktmg.com