



ABOUT OUR PARTNER:

**GarageExperts® –
A Cut Above the Rest**

GarageExperts® is your go-to specialist for epoxy and polyaspartic flooring, cabinets, and organizational systems. With over a decade in the industry, their solutions are engineered to stand the test of time, be it for garages, basements, or industrial spaces. Their commitment to durability is solidified by our lifetime warranty, giving customers not just top-notch flooring but also peace of mind.

**Stop “sweeping”
profits under the rug!
Let Abstrakt build
your flooring empire!**

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CASE STUDY

**How Smart Prospecting
Laid the Groundwork
for \$87k in Sales**



THE CHALLENGE:

High Efficiency, Limited Reach

GarageExperts® excels at building lasting relationships with clients who fit their niche – those needing fluid-applied floors or textured coatings. Their efficiency in generating proposals and closing deals is exemplary. **However, they faced the obstacle of identifying the right prospects to approach, especially in the commercial and industrial sector.**



THE GAME PLAN:

Smart Targeting & Tailored Outreach

Abstrakt crafted a targeted list of commercial and industrial leads with over 10,000 sq. ft. of floor space. We then fine-tuned this list by identifying key decision-makers through phone calls and emails. The goal? To set up in-person meetings for prospects interested in GarageExperts® for their flooring needs – whether for replacements, repairs, or new installations. **This strategic outreach has been a game-changer for GarageExperts®, translating to measurable business growth.**



REAL RESULTS:

From Leads to Revenue

Less than a year into our partnership, GarageExperts® closed deals worth \$87,000 with an additional \$348,000 in the proposal stage. One of the highlights was landing a \$24,000 contract, just five months post the initial meeting. **It's not just about generating leads; it's about driving revenue.**