



Abstrakt 360. Predictable growth.

Outbound BDR and Inbound SDR, run as one program by one team.

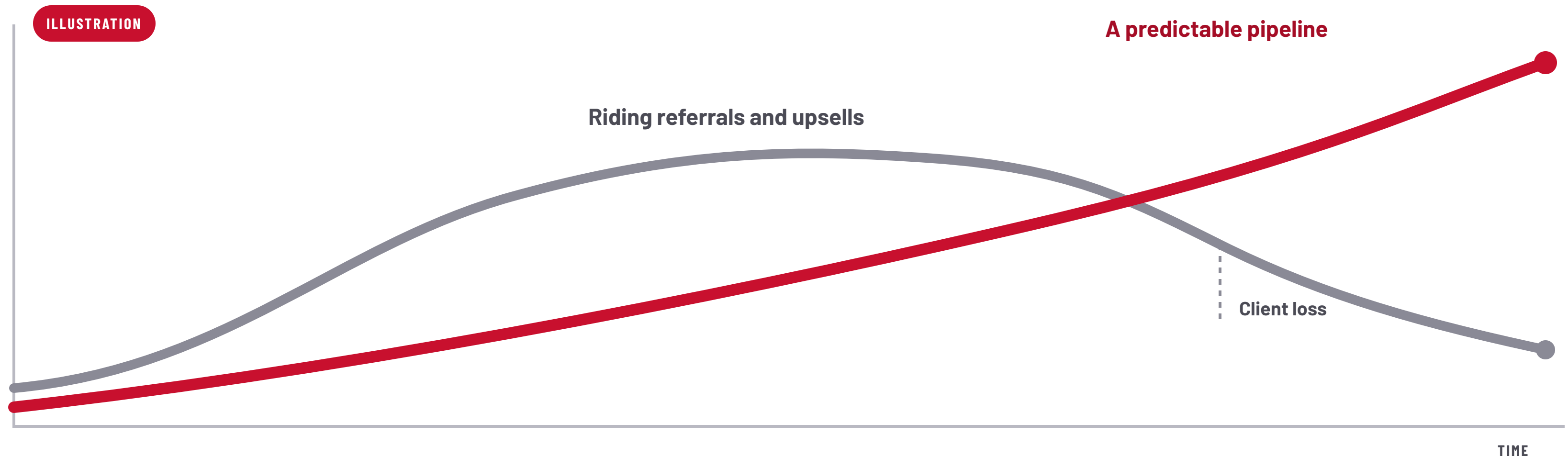
The "Always be growing" mural at Abstrakt in St. Louis.





Referrals won't carry you forever.

Referrals have the highest close rate, but you can't turn them up when you need pipeline.



Sooner or later, it's time to meet someone new.



Predictable growth is built, not hoped for.

WHY OUTBOUND DOESN'T HAPPEN

Can't

It takes expertise, the right technology and people who don't burn out.

Won't

Calling strangers every day is work most teams avoid.

No time

They're running the business, so prospecting slips first.



Consistent activity is the only way to a predictable sales pipeline.

That is the problem we solve. Abstrakt 360 is how we cause predictable growth.

Every way a buyer finds you.

One program.

They find you 

Search, AI answers, maps and social

Every touch builds trust 

Your website, content library and proof



 **We reach them**

Calls, email, direct mail and LinkedIn

 **Every signal gets worked**

Visits, downloads and forms go to your SDRs



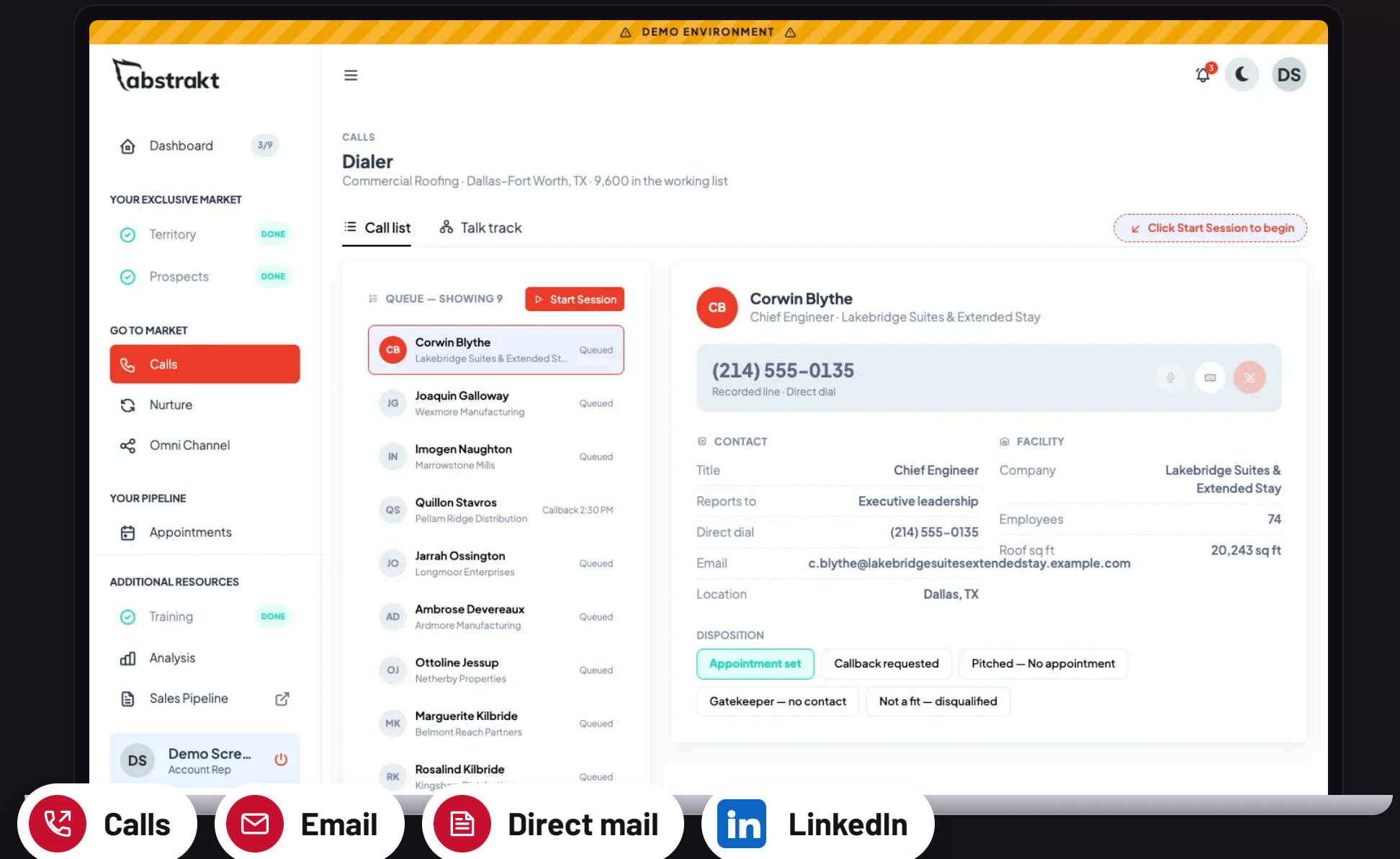
We reach them, every business day.

A U.S.-based SDR team works your list under your name, phone first, with every other channel backing up the call.

8 calls, on average, to reach a key decision-maker

5 nurture calls a quarter, at most, until a qualified buyer is ready

25 points on the scorecard every appointment is graded on

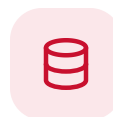


When a buyer asks for more information, a growing content library sets you up as the subject matter expert ahead of the competition.



Abstrakt Intelligence runs underneath.

Abstrakt Intelligence is the proprietary platform our sales development teams work in every day. It's included: you don't license it, configure it, staff it or pay for it separately.



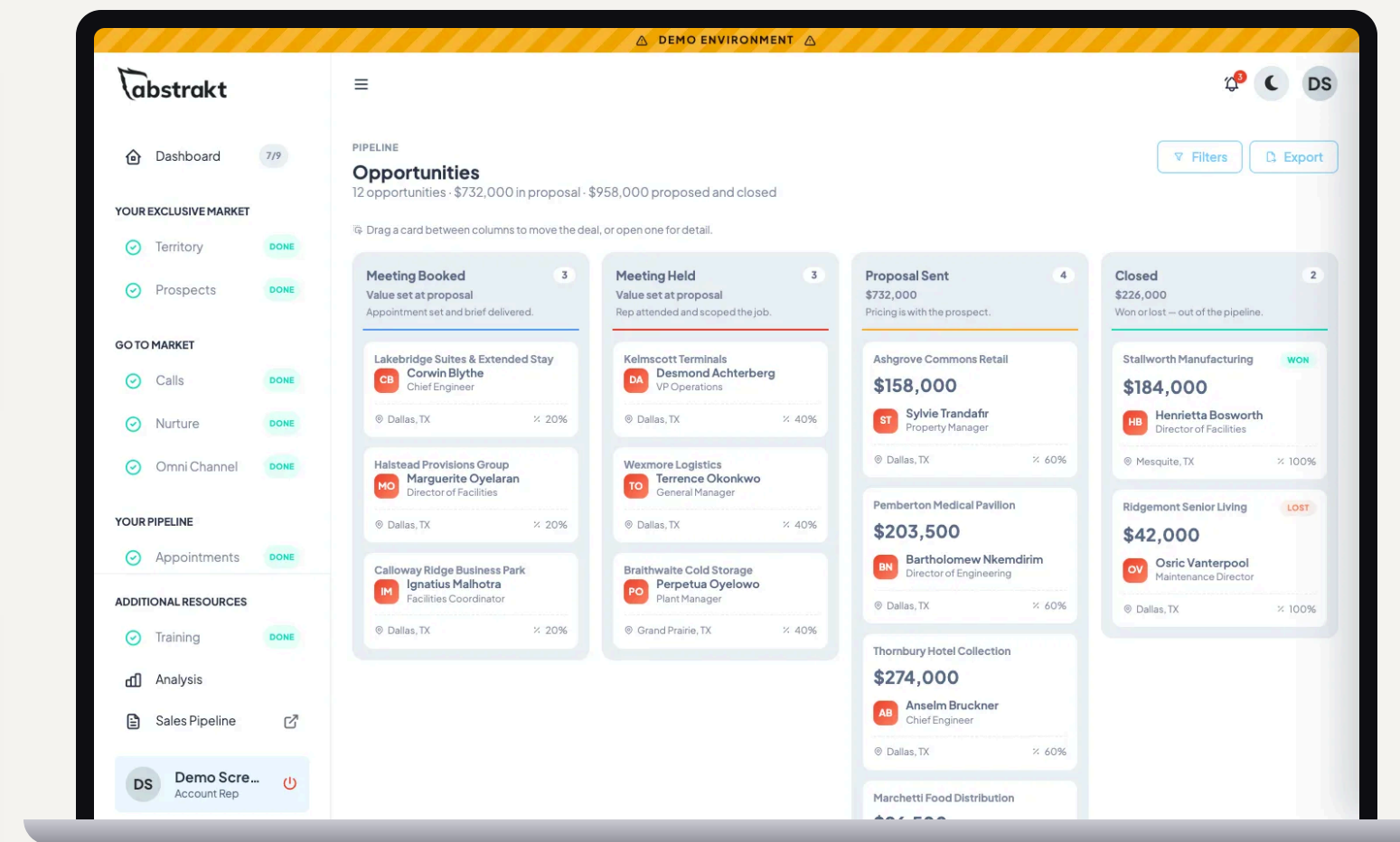
The database

14M+ U.S. commercial buildings mapped, 200+ intent triggers monitored, 2.8B+ signals processed per quarter

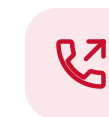


The training mastermind

An AI trainer, AI role plays and graded certification on your account before the first dial

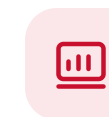


This demonstration showcases real Abstrakt Intelligence capabilities using fictional companies and contacts to protect client and prospect privacy.



The campaign engine

Dialer, recorded line, talk track, recovery queue and follow-up by direct mail, LinkedIn and email



The reporting tool

Your Results Portal: leads, dashboards, invoices and My Voice, the real calls on your account

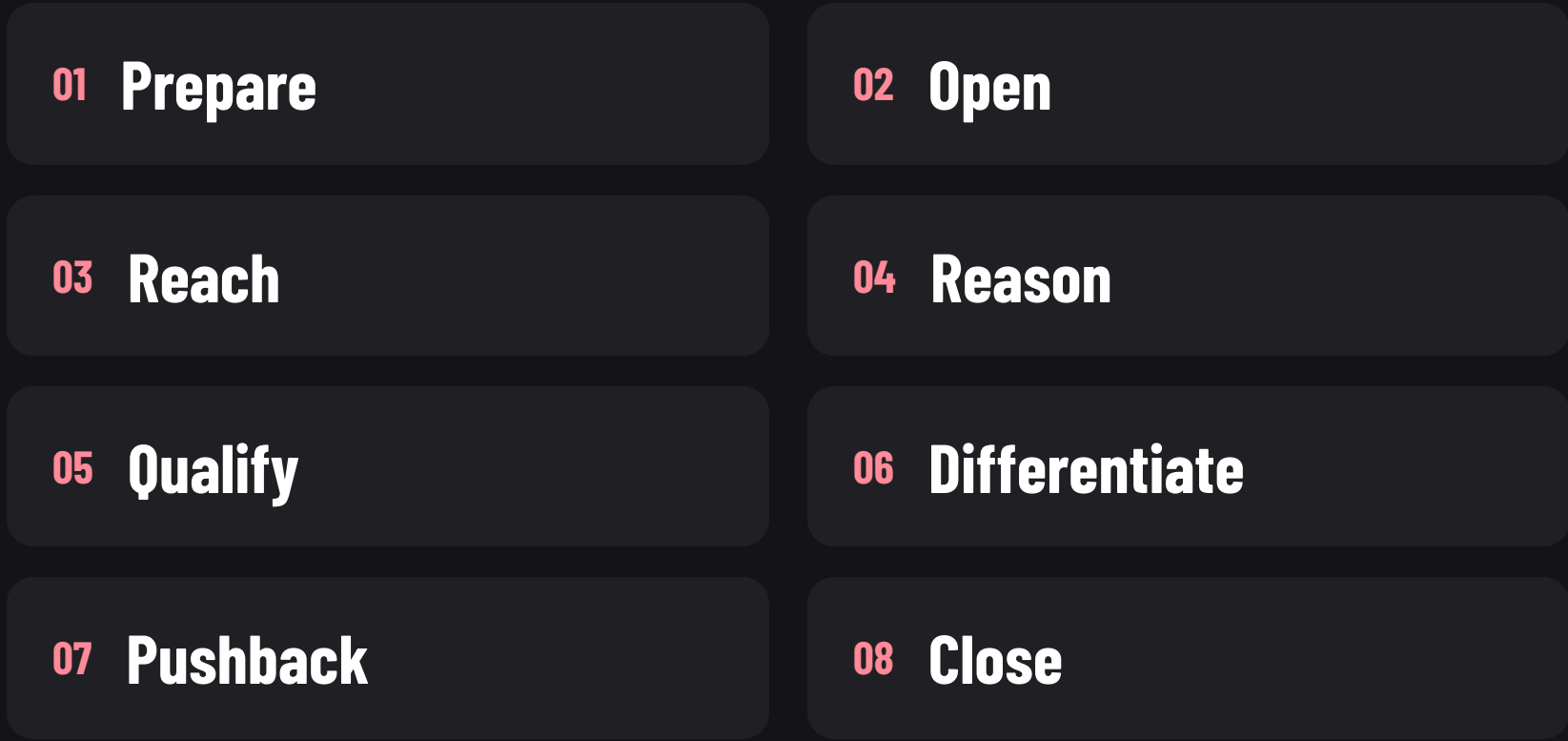


Every call runs on ENGAGE.

Every appointment earns its stars.

THE ENGAGE SALES PROCESS

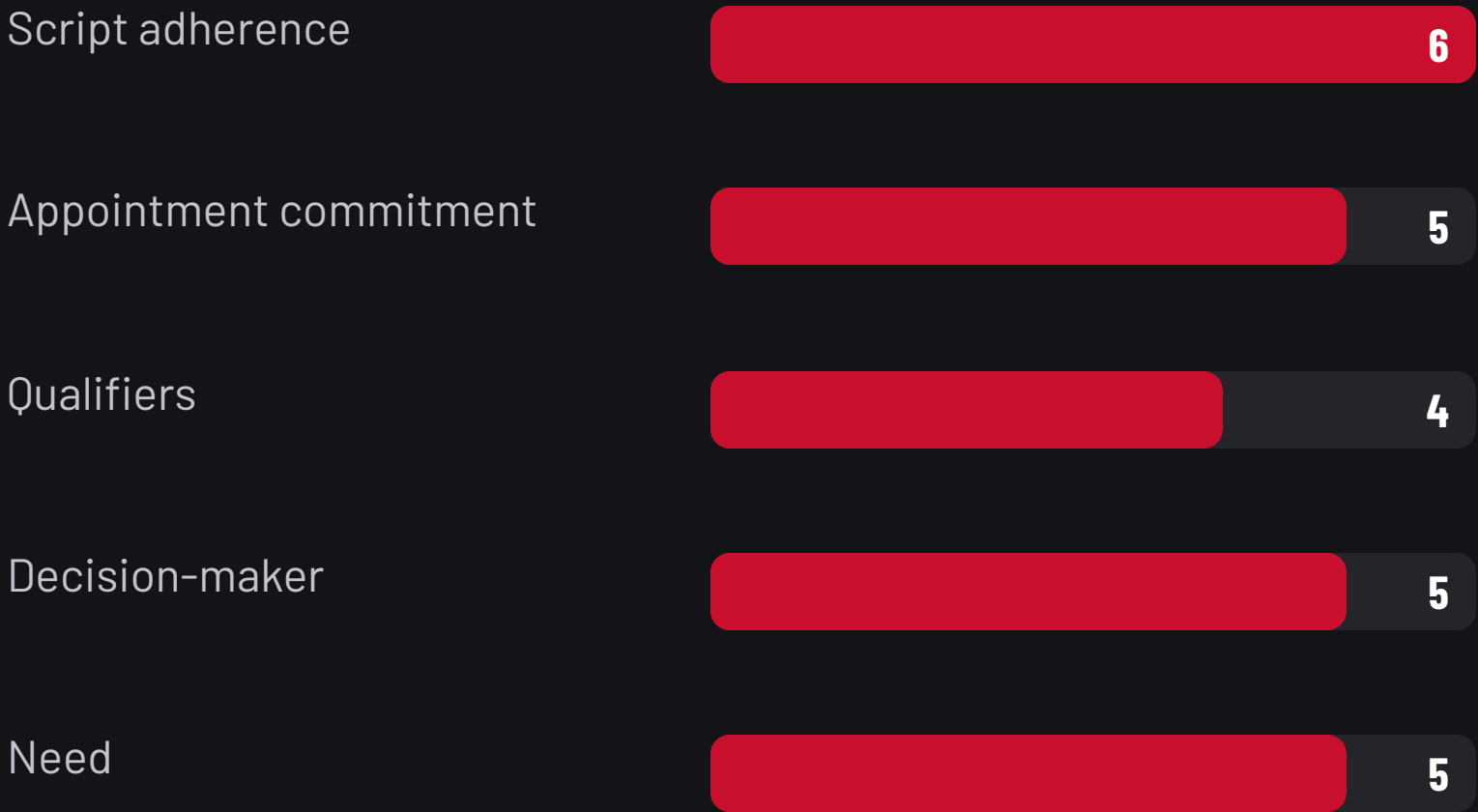
Our proprietary inside sales system, built on our founders' 35+ years of sales scripting.



THE 5 STAR SCORECARD



25 points, graded by a reviewer who didn't make the call, before the appointment reaches you.

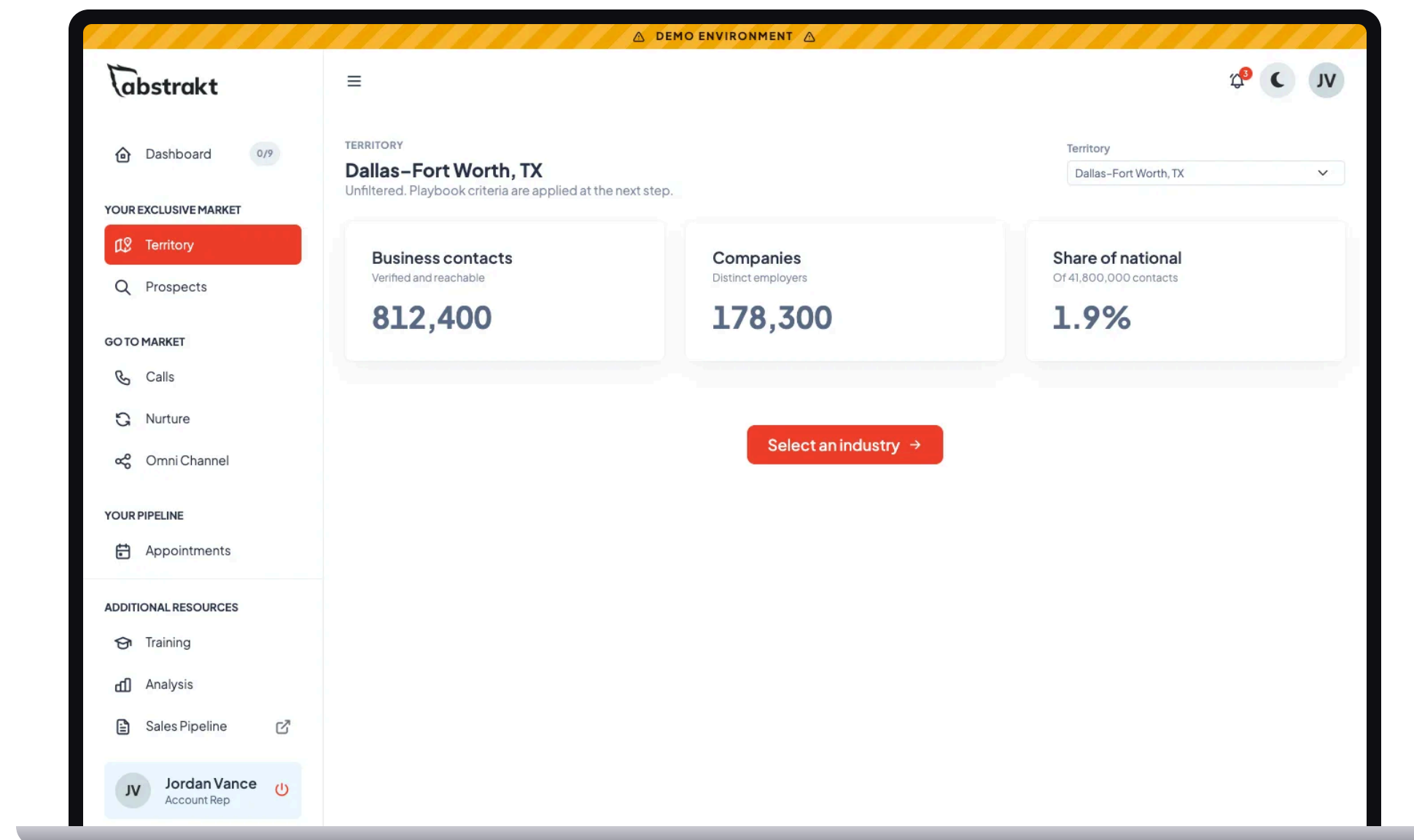




One client per trade per territory.

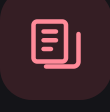
We won't run the same outbound program for a direct competitor in your territory.

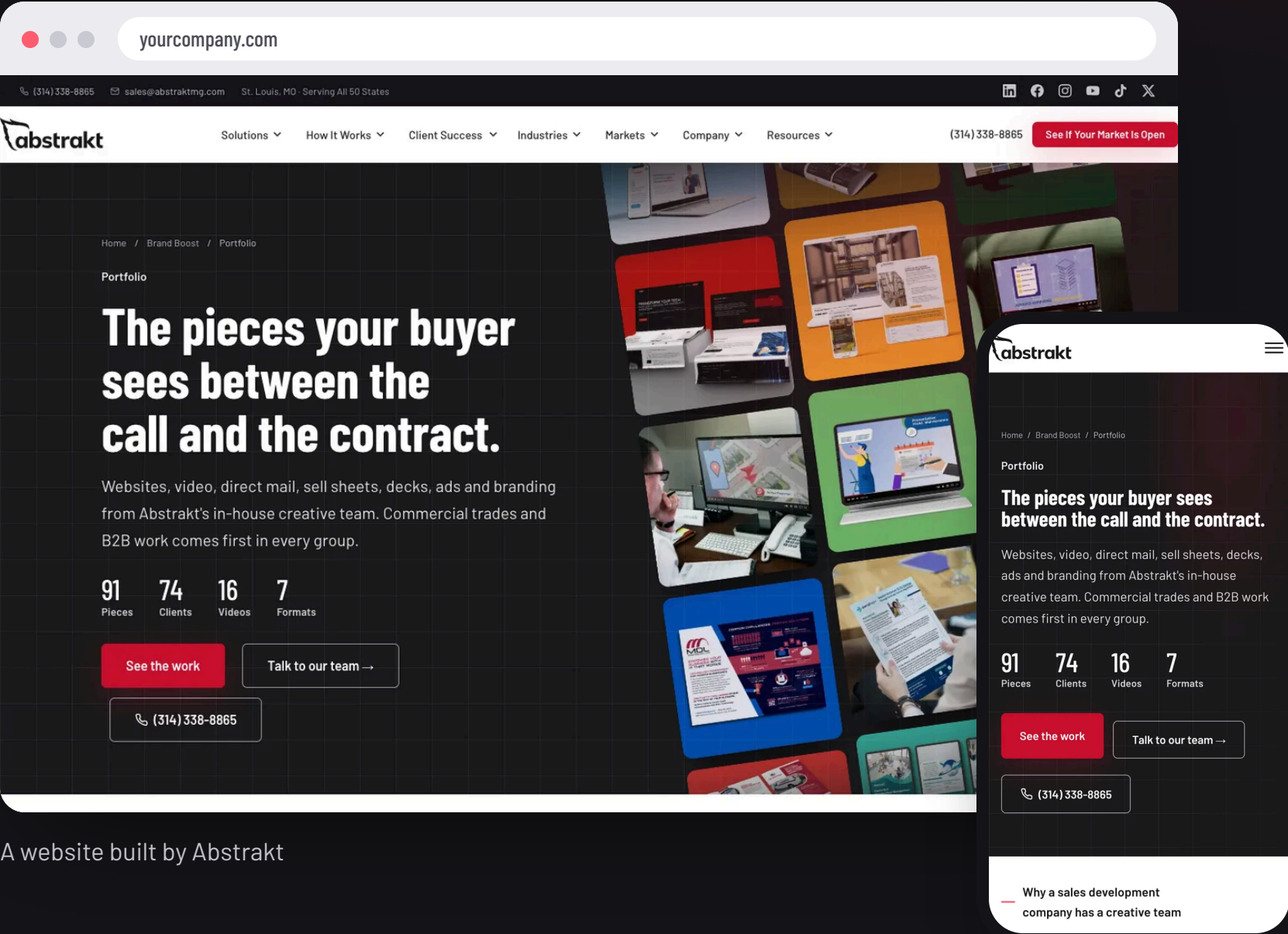
- Everyone we call for you is likely talking to your competitors too
- A strategist checks your trade and territory with you
- It covers the outreach half; your website and search have no territory limit



They find you, every business day.

A dedicated strategist builds and runs the website, local search and daily content your buyers check before they call you back.

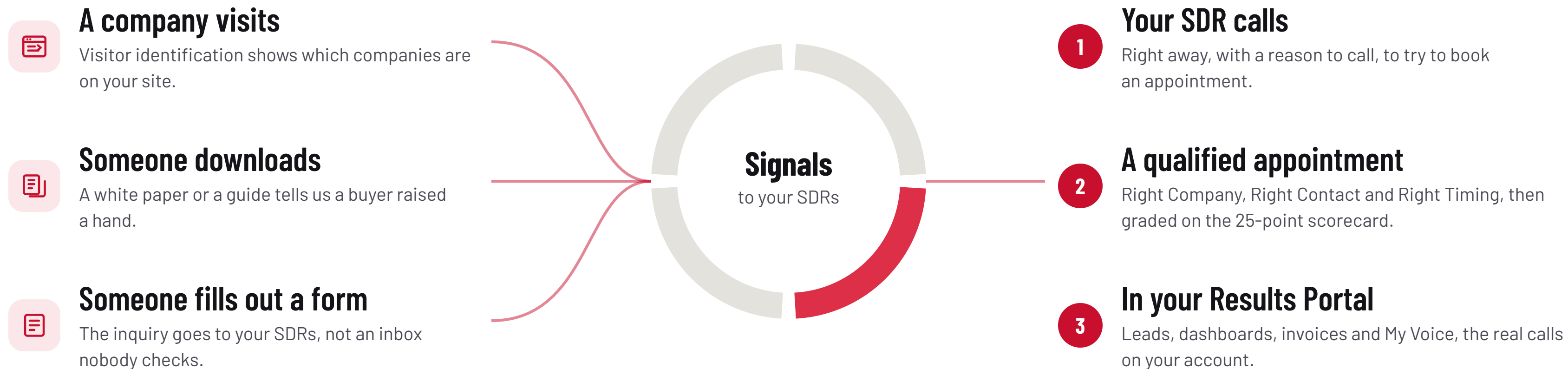
-  A website built to sell
-  A new blog every business day
-  Posted to 6 platforms
-       
-  Local SEO and your Business Profile
-  Readable by AI search
-  A white paper and a guide for every service



A website built by Abstrakt



Every hand-raise reaches a person.



No signal sits in an inbox. It becomes a conversation.

One day around the ring.

How the four arcs connect on an ordinary business day.

ILLUSTRATION Example: **A commercial services company**

An illustration of how the pieces connect. Times, titles and companies are examples, not a promise of timing or results.

Not every day ends with an appointment. Every business day goes all the way around the ring.



YOUR WEBSITE

8:00 AM

Today's blog is live
What to ask before you choose a new service provider



LINKEDIN

9:30 AM

A new connection read your post
Facility director, Commercial property owners



VISITOR IDENTIFICATION

11:00 AM

Their company downloaded a guide
your buyer's guide to your main service



YOUR SDR

11:15 AM

Calling while it's fresh
Reason to call: A contract coming up for renewal



RESULTS PORTAL

2:00 PM

Appointment booked and qualified
On your calendar, with the whole trail in your Results Portal



Built in month one. Running by month two.



MONTH 1

Build both halves

OUTREACH HALF

- Ideal customer, target list and messaging
- Every SDR certified on your account

FOUND HALF

- Keyword and intent map, content calendar
- Your website built and tested



MONTHS 2 AND 3

Run the whole ring

OUTREACH HALF

- Calls every business day, with email, direct mail and LinkedIn
- Website signals go to your SDRs

FOUND HALF

- A blog every business day to 6 platforms
- Local SEO, listings and expert hours



MONTH 4 ON

Tighten it every month

OUTREACH HALF

- Nurture until qualified buyers are ready
- A monthly results meeting

FOUND HALF

- Content, local and AI visibility optimized
- Monthly reporting with your strategist

We build the website in the first month, so your SDRs' first calls already have something to land on.

One team around one ring.

FOUND HALF

Your dedicated strategist

Works on your account every business day and uses AI to do the work.



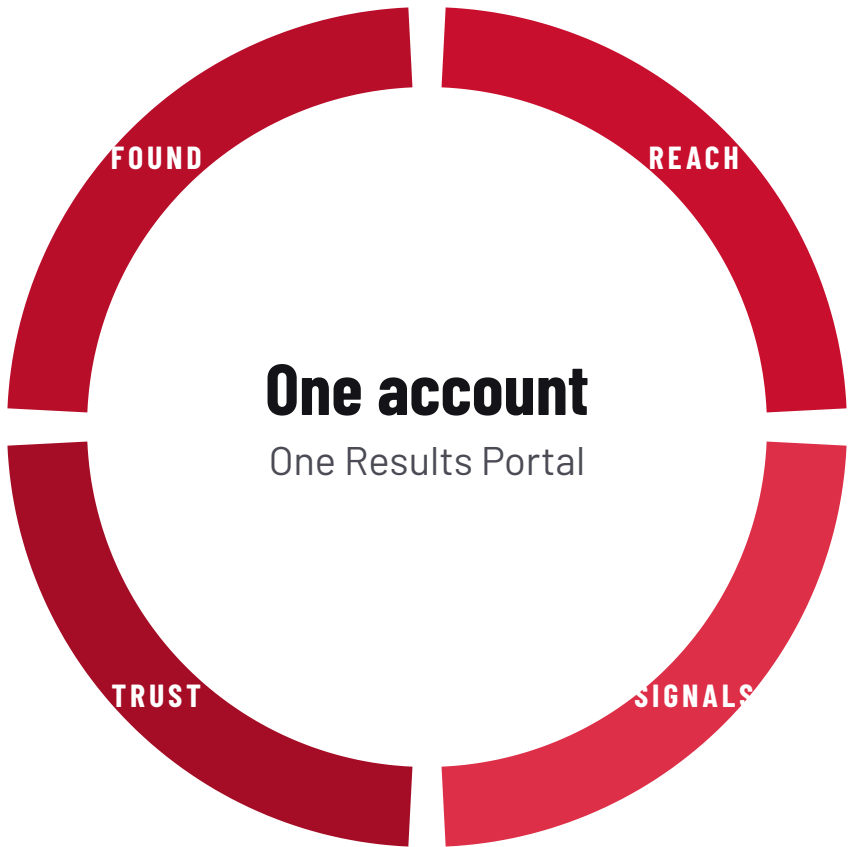
SUBJECT MATTER EXPERTS ON CALL

- Project management
- SEO
- AI search
- Web design and development
- Writing and editing
- Social media
- Graphic design

OUTREACH HALF

Your SDR team

- Partner success manager**
Owns your account from launch
- Primary BDR and BDR team**
Work your list every business day
- Partner Sales Manager**
Coaches the BDRs on your account
- Support bench**
Quality control, data, content, recruiting and training



- ✓ Every rep completes two weeks of extensive training before taking a call on the floor
- ✓ Every rep is certified on a client, including AI role plays, before representing that client



Nobody else puts all of this together.

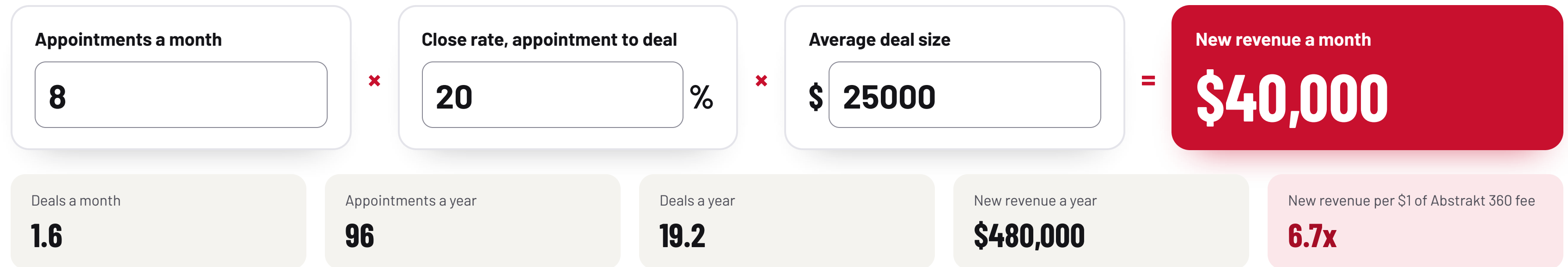


Appointments × close rate × deal size

= new revenue.

EXAMPLE

Put in your own numbers. The starting values are an example, not a promise of results.



At this deal size, 0.2 deals a month cover the \$6,000 monthly fee (\$72,000 a year).

Your numbers, your math. Bring them to a meeting and we'll pressure-test them with you.

All of it, for less than one person.

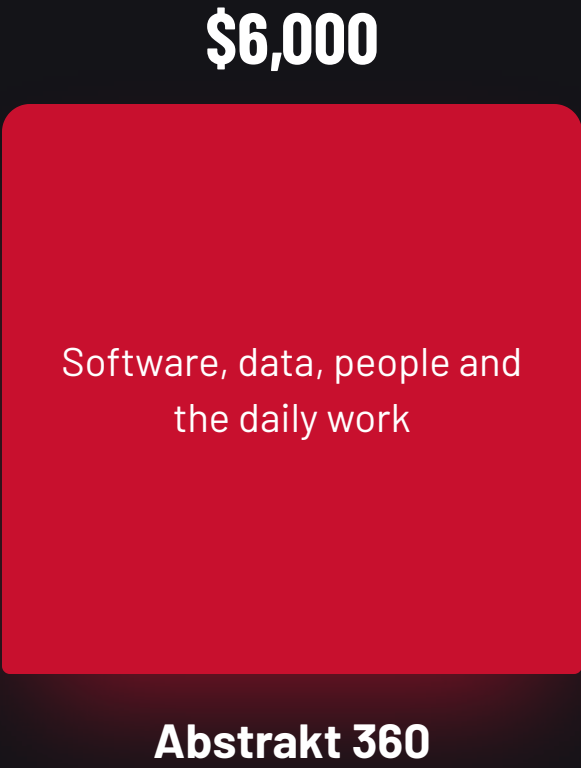
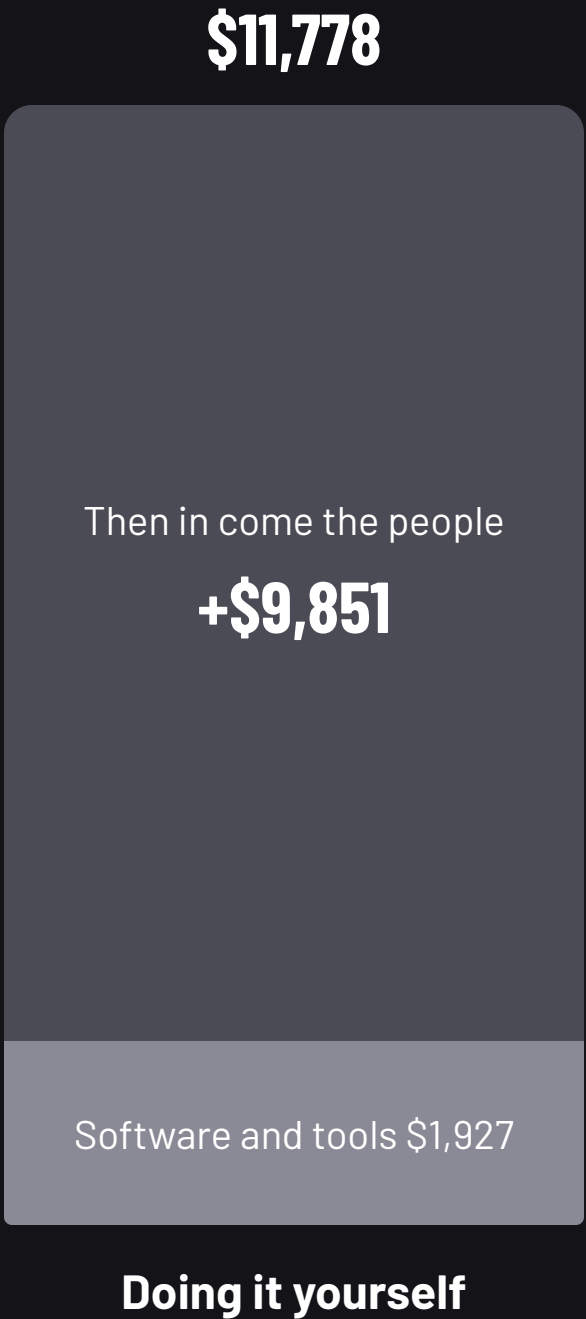
THE SOFTWARE AND TOOLS, PER MONTH

Tools and data for one SDR
Salesforce · ZoomInfo · D&B Hoovers · Gong

\$500
site model

 Semrush	\$549	 Tavus	\$397	 ZoomInfo	\$200
 Claude	\$100	 ChatGPT	\$100	 Cloudflare	\$25
 GitHub	\$21	 Netlify	\$20	 Sanity	\$15

Software and tools
\$1,927
32% of \$6,000, before anyone does the work





\$6,000 a month. Flat.

Both halves, the whole team and every system in this deck, for one price.



EXCLUSIVE OUTREACH

One client per trade per territory

Your SDRs never run the same outbound program for a direct competitor in your territory.

Your activity or qualified-appointment number is guaranteed in writing. If we miss the number, we work for 90 days at no charge. Program expectations and commitments are defined in your agreement.



ABSTRAKT 360

\$6,000

per month
FLAT

- ✓ A U.S.-based SDR team: calls, email, direct mail and LinkedIn
- ✓ Abstrakt Intelligence, the ENGAGE Sales Process and the 5 Star appointment
- ✓ A website of up to 100 pages, built in the first month
- ✓ A blog every business day, posted to 6 platforms
- ✓ Local SEO and your Google Business Profile
- ✓ A white paper and a guide for every service
- ✓ Signals from your website worked by your SDRs
- ✓ A dedicated strategist, with experts on call
- ✓ Your Results Portal and a monthly results meeting

See where you stand.

Then let's talk.

1

Run the Free AI Visibility Check

Your website, mobile speed, local search and what an AI assistant says about you, with a 90-day plan for every gap. No email needed.

Your website

[Check my visibility →](#)

2

Schedule a Meeting

A strategist maps your ideal customer, your list and your website, and shows you what Abstrakt 360 would run for you.

[Schedule a Meeting →](#)
