

How Atlas10 Generated High Quality Leads With a Simple Outreach Strategy

"I heard back about the 6 schools. This is a perfect target as they recently had a master plan assessment on the school district."

- Mark Schmidt, CEO, Atlas10

The Challenge:

Atlas10 helps clients repair and maintain areas of weakness in their pavement with a high-tech analysis with the assistance of drones. But as a one-man show, CEO Mark was struggling with getting appointments on the calendar to share his expertise and unique process with more people.

Mark came to us looking for another way to expand his business and generate more leads outside of the typical referral-based efforts. He wasn't getting the results he needed in order to meet growth goals. He needed more targeted prospects, who had the budget and the need to work with his business.

The Solution:

On Atlas10's behalf, we researched their target market. This included finding people on LinkedIn with job titles like: Facilities, Operation Director, and VP in Facility Management in industries such as real estate, grade schools, higher education, and manufacturing.

We created a strategy that surrounded a LinkedIn outreach plan to target and connect with the exact people they were looking for. The methods we chose? Early connection requests, LinkedIn messaging, and reaching out to prospects who are already connecting with Mark.

The Results:

From that initial round of messaging to prospects who were already connected with Mark, we generated 8 leads which is huge because these people are already familiar with what Atlas10 does. Since Atlas10 started with us, we've generated a total of 28 high-quality leads. More than that, a big part of Atlas10's success is that we were able to position them as a trusted resource in their industry, which attracted a lot of conversations on LinkedIn and opened the door for their Mark to generate more sales.

As a result, Mark not only saw an influx of quality prospects, which was exactly what he needed, but he also saw the difference that trust building and excellent positioning can have on the sales process.

"The meeting went well. We are scheduled on Thursday for a formal presentation....very good and this hits the spot. I had our road guy on the call in case they wanted to talk about roads (they said the Public Works Dept does that), and they manage 200 building parking lots...so very good fit."

- Mark Schmidt, CEO, Atlas10

About Atlas10:

Industry: Facilities Services

Location: Grand Prairie, Texas

View Company Website: <https://atlas10.com/>



Atlas10
PAVEMENT PERFORMANCE

Want to Generate More Booked Calls & Leads?

Let's Chat to See How We Can Help Generate Quality Appointments for Your Business!