

# How Smash My Trash Generated a 40% Booking Rate in Just 4 Months By Outsourcing Their Sales Development Team

## The Challenge:

Smash My Trash provides a mobile trash compaction service for companies that use 30-40 yard roll-off dumpsters, reducing their waste hauls by 70%. Before working with LinkedSelling, they hadn't implemented any marketing strategy except for making cold calls and going door-to-door.

The LinkedSelling team had been running a successful campaign for them that generated 32 leads in just 8 months of reaching out to prospects on LinkedIn.

Since the Smash My Trash team was new at this type of marketing, they trusted our US-based SDR specialists to call any leads that came through this campaign.

## The Solution:

### *Leveraging An Experienced Sales Development Team to Book Appointments*

Our proprietary Cold Call Framework is at the forefront of every SDR campaign. It has been proven time and time again to generate high-quality appointments for our clients. After analyzing the LinkedIn results, we use this framework to write our script.

By outsourcing this task, Smash My Trash was able to skip the learning curve as well as avoid the headaches of hiring, training, and everything else that comes with setting up their own internal calling team.

## The Results:

### *13 Appointments With High-Quality Prospects*

In just 4 months of calling (2 hours per week), our team called 32 people with 13 of them booking appointments to meet with Smash My Trash.

In total, our team achieved a 40% booking rate for this campaign. Typically, for warm leads, our team aims to achieve booking rates between 20-25%.

Since Smash My Trash took a leap and partnered with an agency that has a tested and proven SDR process, they were able to take the time-consuming task of prospecting & appointment setting off their team's plate and efficiently generate appointments with their perfect customers.

## About Smash My Trash:

**Industry:** Environmental Services

**Location:** Carmel, Indiana

**View Company Website:** <https://smashmytrash.com/>



## Think We Can Help?

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