CASE STUDY

TRANSFORMING METAL RECYCLING MARKETING THROUGH STRATEGIC OUTBOUND ENGAGEMENT

A major Southeast Texas scrap metal company partnered with Insource Leads to feed its buyer team a steady weekly flow of qualified, ready-to-buy prospects.

20/MO
LIVE TRANSFERS & APPOINTMENTS

35%
CONVERT TO IMMEDIATE PURCHASE

THE CLIENT CHALLENGE

In the commercial scrap metal and waste industries, marketing is not a nice-to-have, it is the engine of growth. Our client, a major player in Southeast Texas, faced the dual challenge of expanding its client base and increasing revenue while standing up a team of skilled buyers.

The make-or-break factor was a sustained weekly flow of qualified leads into those buyers. The target list spanned construction companies, plumbing contractors, manufacturers and any business generating metal waste, and success required reaching Directors, VPs and owners who could say yes.

WEEKLY FLOW
CONSISTENT LEADS FOR NEW BUYERS

DECISION MAKERS
DIRECTORS, VPS & BUSINESS OWNERS

BROAD MARKET
EVERY BUSINESS GENERATING METAL WASTE

THE STRATEGY

Insource Leads deployed a Managed Inside Sales Program built on a multi-touch lead nurturing methodology, designed to generate live call transfers to the client's buyers or scheduled appointments with a live BDR introduction.

01
FULL LAUNCH BUILD
Talk tracks, email content, social cadence, decision-maker list, outbound call plan and program reporting built before the first dial.

02
DEDICATED POD
A fractional BDR backed by a Marketing Coordinator, Quality Control Rep and Client Success Manager.

03
16 HOURS WEEKLY
Average of 16 dedicated cold call hours per week, plus time on live prospect handoffs to buyers.

InsourceLeads
Managed Inside Sales Services

Every conversation followed a proven arc: initial engagement, needs assessment, solution presentation and a value proposition built on fast bin exchanges, fair pricing and transparent operations.

TARGET MARKET

Construction companies, plumbing companies, manufacturers and other commercial generators of metal waste across Southeast Texas, engaged at the Director, VP and owner level.

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RESULTS & IMPACT

$198.40
COST PER APPOINTMENT

240
PROJECTED LIVE INTRODUCTIONS PER YEAR

InsourceLeads Managed Inside Sales Services

20 live transfers and appointments every month, roughly 35% converting into immediate purchases, at a fraction of the cost of 3-4 full-time in-house BDRs.

The program produced consistent, high-quality lead generation, averaging 20 live call transfers and sales appointments per month, a direct result of the multi-touch nurturing methodology and a personalized BDR approach.

Roughly 35% of those leads converted into immediate purchases, reflecting not just volume but tight alignment with the client's buyer profile. Annualized, that projects 240 live introductions and 84 revenue-producing opportunities.

Cost efficiency was equally notable. At $198.40 per appointment or live introduction, the program delivered results an in-house team of 3-4 BDRs could not match without a substantially higher investment.

The impact went beyond the numbers: a strategic shift in how the client approaches lead generation and business development in a highly competitive industry.

KEY PERFORMANCE RESULTS

20/MO
LIVE TRANSFERS & APPOINTMENTS

35%
CONVERT TO IMMEDIATE PURCHASE

240
PROJECTED LIVE INTRODUCTIONS / YEAR

84
REVENUE-PRODUCING OPPORTUNITIES / YEAR

$198.40
AVERAGE COST PER APPOINTMENT

16 HRS
DEDICATED COLD CALL HOURS WEEKLY

3-4 FTE
IN-HOUSE BDRS REPLACED

InsourceLeads Managed Inside Sales Services

KEY DIFFERENTIATORS

RELATIONSHIP FOCUS
Speedy service, fair pricing and transparent operations at the center of every pitch.

REPUTATION & EXPERTISE
Leveraging the client's longstanding industry presence and full service offering.

CUSTOMIZED SOLUTIONS
On-site assessments used to tailor services to each business's waste stream.

TECHNOLOGY INTEGRATION
An online portal for service requests and account management.

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