

## Goal

As a seed-stage startup, SolidSpac3 needed to move fast to build lead-generation channels that would support growth.

SolidSpac3 was bringing next-gen tech to the construction space, but was new to outbound.

## Approach

1. SolidSpac3 worked closely with Leadlio to perfect the pitch via email & phone.
2. Because large GCs are so siloed, our strategy was land & expand. Once we booked a meeting with a large GC and got traction, we started to socialize SolidSpac3 to other regional offices & contacts. Often times, we would book 3-6 meetings with different key contacts at the same company.

## Results

- 74 meetings in 7 months with notable accounts like FlintCo, Hensel Phelps, McCarthy.



**74 meetings**  
within 7 months