



Case Study: How Unlimited Labor Solutions scaled outreach with OppDrive



Industry: Staffing & Workforce Solutions

Services Provided by OppDrive: Custom Data Building, B2B Appointment Setting

Result: 784 Sales Appointments Booked Over 3 Years

Background

Unlimited Labor Solutions is a leading provider of staffing services, with a particular focus on helping companies transition from temporary labor (especially H-2B visa workers) to long-term, permanent workforce solutions. With a growing market opportunity and a need to connect with the right employers, Unlimited Labor Solutions needed a scalable outbound sales partner to help drive targeted growth.

The Challenge

Unlimited Labor Solutions was targeting a very specific niche: employers currently utilizing H-2B visa workers. To build a predictable and scalable sales pipeline, they needed:

- Access to accurate contact data for businesses employing H-2B labor
- A proven process for converting cold prospects into qualified sales conversations
- The ability to scale outreach capacity up or down based on seasonal hiring trends and internal pipeline needs

The Solution: OppDrive's Flexible Sales Development Team

Unlimited Labor Solutions partnered with OppDrive to power a multi-year outbound sales strategy that included both custom data building and B2B appointment setting services.



What OppDrive Delivered

- ✓ **Custom-Built H-2B Employer Data:** OppDrive sourced, verified, and enriched high-quality contact data for companies employing H-2B visa holders
- ✓ **Cold Outreach & Appointment Setting:** OppDrive launched a phone and email outreach campaign to generate qualified meetings with Owners, HR Directors, and Operations decision-makers interested in transitioning to permanent labor models.
- ✓ **Flexible SDR Capacity:** As hiring seasons fluctuated, Unlimited Labor Solutions was able to scale the number of SDRs provided by OppDrive up or down, depending on internal sales goals, highlighting one of the key advantages of OppDrive's no-contract, month-to-month model.

The Results

Over the course of three years, OppDrive delivered:

- **784 Qualified Sales Appointments:** These meetings directly connected Unlimited Labor Solutions' sales team with decision-makers in their ideal customer profile.
- **Niche Data Access:** OppDrive's custom research and data building capabilities gave Unlimited Labor Solutions a strategic edge in reaching hard-to-identify prospects.
- **Cost-Effective Growth:** The ability to ramp SDRs up or down helped keep sales efforts aligned with hiring demand, without the overhead of a full-time internal team.

Conclusion

OppDrive empowered Unlimited Labor Solutions to build a targeted outbound engine that delivered real results, connecting with employers actively using H-2B labor and helping them explore permanent workforce solutions. With 784 appointments booked and flexible scaling options, Unlimited Labor Solutions gained a strategic growth partner in OppDrive.