

TitianHouse Case Study:

# Finding 50% More Prospects Using SalesIntel





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# The Client

“ *SalesIntel makes it possible to reach customers we couldn't reach before.* ”



- **David Segun**

*Business Development Representative*



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## INTRODUCING

TitanHouse is a SaaS platform that solves a consistent problem for sales leaders and recruiters at technology companies – the ability to quickly identify, evaluate and engage the right sales

professionals for any client-facing role. TitanHouse uses detailed sales-centric data and a proprietary matching algorithm to help identify and connect the right employers with the right candidates. For hiring managers, TitanHouse is intuitive and effective. They no longer have to evaluate hundreds of resumes generated by generic recruiting sites. TitanHouse immediately surfaces the perfect candidates for the position and provides the critical data needed to make a smart decision.

We had a nice long chat with David Segun, Business Development Representative at TitanHouse to learn about their experience using SalesIntel and the impact SalesIntel's data platform had on their sales process. Here's a brief excerpt:

(pictured above)





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# The Challenge

Surfacing prospect and client data needs to be simple and efficient. Before SalesIntel, TitanHouse had varying success with data intelligence tools to help accomplish this. As David explained, data was sometimes outdated, and he'd end up calling the wrong people which was a waste of both time and effort. As he put it,

*“You haven't worked at the company for three years but you're still listed as working there. So now I am going through my due diligence. But when I call, I find out you no longer work there. A call only takes 15-20 seconds but they do eventually add up.”*

And when you factor in time spent doing pre call prep that times adds up even faster.

These kinds of frequent hiccups meant they couldn't entirely rely on their data and it was about the same time that his CEO, who was familiar with SalesIntel, suggested his team try it out.



# Smooth Transition, Seamless Workflow

After they signed up, the team went through a quick onboarding process about which David said, "It wasn't a big learning curve. Very straightforward and intuitive."

Once they started using SalesIntel, they realized it was easy to use and provided deep and accurate data.

As David put it,

*"I have been using other data providers long enough and noticed an immediate difference. How easy [SalesIntel] is to use, how user-friendly it is. The info you have is detailed and helpful. You have cell phones, direct phones, other cell phones, personal email. Makes my job a lot easier."*

Salesintel provided David accurate information and a simple way to surface that information. Accuracy and efficiency contributes to a more effective prospecting process. David's experience with SalesIntel has aided him in maximizing his outreach efforts.





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# Smooth Transition, Seamless Workflow

(Continued)

Another thing David loved about SalesIntel is our Chrome extension, RevDriver, which he found .very helpful when prospecting. In his own words,

*“The ability to directly export information from RevDriver to Salesforce and Outreach is great. It creates a nice cohesive workflow where I can use all three platforms in tandem. Saves a lot of time.”*



# More Data, Wider Outreach



For David, the key highlight of using SalesIntel is data quality and coverage. He found the cell phone numbers we provide to be a game changer for reaching the right people immediately. As he pointed out,

*“The office phone, that can be a dead-end but the cell phone is a direct line of contact and makes the prospecting process a lot easier.”*

Having this type of information and an efficient workflow has allowed him to maximize his productivity when prospecting. Since he's started using SalesIntel, he can prospect 2-3 more companies per day compared to 3-5 companies he prospected before, that's roughly 40% improvement.

In terms of prospects, he used to get around 17-20 contacts per day depending on the size of the company and relevant profiles. The number has now jumped to 30 - a 50% hike.



# Looking Forward

Overall, SalesIntel provides efficiency to the workflow for TitanHouse and provides the sales team with accurate dependable data which leads to reaching more people and generating more opportunities. We look forward to our continued partnership and creating more synergy.

