Customer Story:

Revving Up Sales: How Maven Machines Enhanced Outreach with SalesIntel

About Maven Machines:

Maven Machines is transforming how trucking companies manage their day-to-day activities. By offering real-time, all-in-one fleet management and dispatch solutions and support, as well as customizable driver workflows, Maven's software solutions are designed to help trucking companies execute their operations more efficiently and effectively.

With robust software tools for critical functions, including planners, dispatchers, drivers, customer service representatives, and sales professionals, Maven Machines is modernizing and streamlining essential processes across the trucking industry.

The Challenge:

Before onboarding SalesIntel, Maven Machines faced significant challenges with its previous data provider, which hindered its sales efforts and strained its budget.
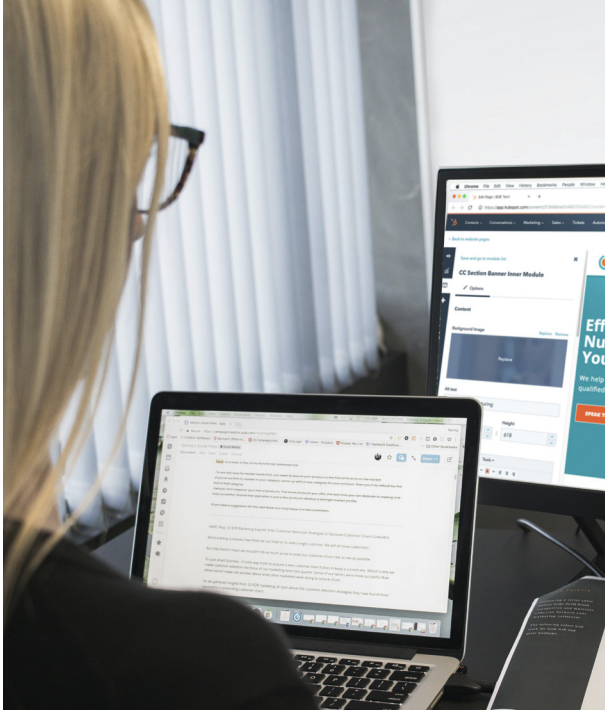
The data provider's extremely high cost, combined with underutilization by the Maven Machines team, led to a poor return on investment with the previous vendor. Additionally, while the previous provider did offer on-demand company research, slow turnaround times impacted Maven Machines' ability to reach out to prospects quickly.

> *We used another provider, one of your [SalesIntel's] competitors. I'm not going to say their name, but the on-demand wasn't nearly as fast. That's a big deal. And they were really expensive."*
>
> ▪ *Tim Jones, SVP of Sales at Maven Machines*

As the economy slowed, Maven Machines was forced to reevaluate its spending to find more cost-effective options. Thus, the company needed a solution that could provide accurate, timely data at a more reasonable cost—a solution the team would use regularly to drive sales.

When niche contact details weren't immediately available, SalesIntel's research on-demand team quickly responded with accurate contact information.

> *If you don't have a cell phone number or maybe a good email, going to the on-demand, putting that information in, that team, first of all, they respond very quickly, plus 90% of the time they actually have the number or the email that I'm looking for and it's right."*
>
> ▪ *Tim Jones, SVP of Sales at Maven Machines*

The Solution:

To address its challenges, Maven Machines turned to SalesIntel, which offered a comprehensive and cost-effective solution to its data needs.

SalesIntel provided accurate and current contact information for decision-makers in Maven Machines' target companies, including email addresses, phone numbers, and job titles – making it easy to find relevant contacts within target companies.

In addition, through SalesIntel's integration with HubSpot CRM, Maven Machines' sales team was also able to easily import and export up-to-date decision-maker contact information directly into their existing workflows, which has substantially improved its email outreach capabilities.

> *We did a campaign through HubSpot where we refreshed the data through SalesIntel and blasted out the campaign. One of the biggest potentials in our space actually opened the email, got back to us, and said, 'Hey, our contract's up with our current provider. We definitely want to start communication and bring you into the RFP process.' That wouldn't have happened if the email bounced."*
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> ▪ *Tim Jones, SVP of Sales at Maven Machines*

The Outcome:

Due in part to the high quality of SalesIntel's B2B contact data, Maven Machines has drastically improved its ability to connect with the right decision-makers and is now seeing a 50% win rate by revenue for deals in the buying phase. SalesIntel has become an integral part of Maven Machines' sales toolkit, enabling them to reach the right people at the right time and significantly improve their sales process.

> *I think it goes back to the power of speed, the power of accuracy... Sales, a lot of times, it's being in the right place at the right time. That's what I've counted on the tool for and it hasn't let me down yet."*
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> ▪ *Tim Jones, SVP of Sales at Maven Machines*