



Customer Story:

Navigating the Data Highway - Leonard's Express Finds the Right Route With SalesIntel

"With SalesIntel, I got it right away. It was very easy, very user-friendly."

▪ Marcus Moss, Southeast Sales Executive at Leonard's Express

About Leonard's Express:

Leonard's Express is a family-owned, asset-based transportation company specializing in the food industry, particularly in frozen, fresh-cut, and dry foods. Operating over 640 trucks, they ensure that grocery stores across the lower 49 states are well-stocked with essential food products. Their clients include prominent names like Del Monte, Publix, Food Lion, and Winn-Dixie.



The Challenge:

Before implementing SalesIntel, Leonard's Express relied on ZoomInfo, which proved cumbersome and time-consuming due to excessive irrelevant data. The team struggled with navigating vast amounts of information, detracting from their core focus of efficiently identifying and reaching out to the right contacts. This inefficiency was a significant bottleneck in their operations, making it difficult to quickly connect with decision-makers in their target market.

The Solution:

Leonard's Express transitioned to SalesIntel after trialing several platforms, ultimately selecting it for its precision, ease of use, and tailored approach to meet their specific needs in the supply chain sector. SalesIntel provided Leonard's Express with robust tools to efficiently filter data based on particular territories, which was crucial for their regional sales efforts.

"One of the ways it's helped us is by allowing us to filter down to our territory, and that makes it a lot easier to cipher through who you will need,"

▪ Marcus Moss





SalesIntel's comprehensive contact database enabled the team to identify key decision-makers within their target companies, significantly reducing the time spent on manual data sifting. The platform's RevDriver extension was particularly beneficial. It allowed Marcus and his team to pull relevant contacts directly from company websites, such as Dell Computer Systems, and seamlessly integrate them into their CRM system, HubSpot.

Moreover, SalesIntel's commitment to customer support stood out. Regular monthly check-ins and personalized guidance helped Leonard's Express continually refine its platform use, ensuring it maximized the value of the data provided. Marcus highlighted this ongoing support as a key advantage:

The monthly check-ins keep us engaged. Any issues that we might have or concerns or just something that we may not be utilizing, they'll bring it to our attention."

▪ *Marcus Moss*

The Outcome:

Implementing SalesIntel transformed Leonard's Express's sales operations, leading to a series of notable improvements:

Enhanced Efficiency and Time Savings:

By directly accessing accurate contact information and filtering by specific territories, the team could bypass irrelevant data and focus immediately on actionable leads. This shift allowed Marcus and his team to dedicate more time to engaging with the right contacts rather than navigating cumbersome databases.

Improved Targeting and Precision: SalesIntel's precise filtering capabilities enabled Leonard's Express to tailor its outreach efforts by focusing on specific regions and industries. This not only increased its success rate in connecting with ideal prospects but also ensured it reached decision-makers who could directly influence purchasing decisions.

Successful Client Acquisitions: With SalesIntel, Leonard's Express successfully onboarded high-profile clients, including Dell Computer Systems and BSAF, by leveraging the platform's capabilities to quickly find and engage the right contacts. Marcus noted the ease of integrating these contacts into their CRM and the ability to initiate meaningful conversations swiftly.

Expanded Market Reach: SalesIntel allowed Leonard's Express to explore opportunities beyond its primary focus on grocery stores and food products. By identifying and connecting with companies outside its traditional market, Leonard's Express expanded its service offerings and supported its brokerage operations, increasing its market share and business diversity.

Enhanced Client Satisfaction: With access to better data, OppGen was able to deliver more targeted campaigns, leading to higher engagement rates for their clients. This not only strengthened OppGen's reputation but also boosted client satisfaction and retention.

Exceptional Customer Support and Onboarding Experience: Marcus emphasized the value of SalesIntel's customer service, highlighting the ease of onboarding and the ongoing support provided through regular check-ins:

Through these enhancements, Leonard's Express streamlined its sales process and discovered new business opportunities, contributing to its overall growth and success in the competitive logistics market.