SalesIntel **SAYLESS ACADEMY**

Faster Connections, Better Targeting: RevDriver & Research on Demand Fuel Successful ABM Campaigns

> *SalesIntel and RevDriver saved me a ton of time, helped me make valuable connections, and gave my course the launch and momentum it needed. The data was spot-on and more reliable than anything I had seen before."*
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> ▪ *Ronnell L. Richards, Sayless Academy*

Overview:

Sayless Academy is a premier sales training platform founded by Ronnell Richards, a bestselling author of Shut the Hell Up and Sell and a sales consultant specializing in technology channel sales. The academy provides coaching and courses designed to help sales professionals sharpen their skills, increase revenue, and build lasting client relationships.

Challenges:

Ronnell aimed to launch an online course for channel managers by connecting with top channel sales leaders—a highly targeted segment crucial for an effective account-based marketing (ABM) campaign. However, his ABM efforts were stymied by several hurdles:

Precision Targeting: The campaign required reaching specific, influential accounts quickly.

Inefficient Data Collection: Manually gathering and verifying contact information from platforms like LinkedIn was not only time-consuming but also diverted focus from engaging with key decision-makers.

Resource Drain: The administrative burden of data verification risked undermining the personalized, high-impact outreach necessary for a successful ABM strategy.

The Solution:

To overcome these challenges and streamline his ABM campaign, Ronnell turned to SalesIntel's powerful tools: RevDriver and Research on Demand.

Rapid, Verified Data: By submitting a request to SalesIntel's Research on Demand team, Ronnell received 95% accurate, verified contact details for his targeted accounts within 48 hours.

Instant Access with RevDriver: With RevDriver, he instantly accessed direct contact information, ensuring that his outreach efforts reached the right industry leaders without delay.

ABM-Focused Strategy: This precise data allowed Ronnell to execute a tailored ABM campaign, focusing on personalized engagement with influential channel sales leaders, rather than getting bogged down by administrative tasks.

The Outcome:

Leveraging SalesIntel's solutions transformed Ronnell's approach to his ABM campaign, leading to remarkable results:

Meaningful Connections:
Ronnell successfully connected with over 20 influential channel professionals, sparking valuable conversations that laid the groundwork for future partnerships.

Time and Resource Efficiency:
By eliminating the need for manual data collection and verification, he was able to dedicate his time to strategy and direct engagement—key components of a successful ABM initiative.

Enhanced Campaign Momentum:
The precision targeting enabled by SalesIntel's data drove a strong launch for his online course, ensuring that his messaging reached the right audience at the right time.

By harnessing the power of SalesIntel's RevDriver and Research on Demand, Ronnell transformed a potentially tedious data-gathering process into a streamlined, high-impact ABM campaign.

This approach not only amplified the reach of his online course but also set a benchmark for precision targeting and efficient outreach in the competitive landscape of channel management.