SalesIntel | **MCCS** MARINE CORPS COMMUNITY SERVICES

CASE STUDY:

How SalesIntel Accelerated MCCS Pipeline Generation:
Prioritize Prospects, Follow Up, and Close Deals Faster

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"SalesIntel is the most vital part of how I build my pipeline of clients. Instead of spending time searching for the right contacts, I can focus on building relationships and securing sponsorships that directly benefit military families."

- *David Mamea, Corporate Sales Executive, MCCS*

Overview:

Every event has moving parts, but for Marine Corps Community Services (MCCS) at Camp Pendleton, those parts impact real lives. MCCS organizes large-scale events that directly support military families. For instance bringing communities together, offering valuable resources, and fostering lasting connections.

Sponsorships are the backbone of these events, ensuring their success and expanding their reach. But securing the right sponsors isn't just about sending emails; it's about finding the right decision-makers, building relationships, and showing potential sponsors why these events matter.

That's where David Mamea comes in. As a Corporate Sales Executive, his job is to connect with companies that want to support MCCS events like the Spouse Appreciation Event, Yuma Airshow, and Super Kids Carnival STEM Zone. But there was one major challenge i.e. getting in touch with the right people.

Challenges:

David knew who he wanted to reach, but finding accurate contact information was another story.

- Many outreach efforts led to outdated or incomplete data.

- Tracking down decision-makers took too much time.

- Without a structured system, valuable sponsorships slipped through the cracks.

It wasn't just frustrating, it slowed down the entire sponsorship pipeline. Every event needed funding, exhibitors, and partnerships, but reaching the right people in time was becoming a constant hurdle.

David needed a faster, more precise way to identify and connect with sponsors.

The Solution:

Enter SalesIntel.

With SalesIntel's data and research tools, David didn't have to waste hours searching for emails or guessing who to contact. His outreach transformed from manual and time-consuming to efficient and data-driven.

Here's how:
Verified Contact Data: No more chasing dead ends. SalesIntel provided accurate emails and phone numbers, ensuring every outreach attempt had the highest chance of success.

Comprehensive Company Insights: Instead of generic pitches, David tailored his messaging based on a company's values, sponsorship history, and interests. This led to more meaningful conversations.

Structured Sponsorship Pipeline: With clear data and tracking tools, David could prioritize top prospects, follow up effectively, and close sponsorship deals faster than ever.

The Outcome:

Despite being in his role for only three months, David saw an immediate impact using SalesIntel:

Achieved his quarterly sales goal in just two months. He didn't just hit targets, he crushed them ahead of schedule.

Secured the STEM Zone's largest contributor in recent years. A sponsorship win that not only benefited MCCS but also enhanced the event experience for military families.

Transformed his sponsorship pipeline into a well-oiled machine. Outreach was no longer a guessing game. it was a strategic process, leading to higher engagement and more committed sponsors.

With SalesIntel, MCCS now has a smarter, faster, and more effective sponsorship strategy. They have ensured that every event gets the support it needs to continue making an impact.