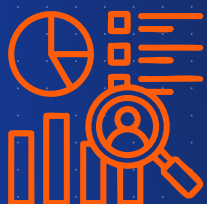




Precision Outreach, Faster Pipeline:  
How DQ Technologies Used  
SalesIntel to Boost Engagement  
by 14% and Speed Up Deals by 18%



**35%**  
less time spent  
on research



**11%**  
growth in  
qualified leads



“

“SalesIntel has been a game-changer for our team by helping us achieve 18% faster deal closures. The platform gives us human-verified B2B data that has transformed our outreach efforts. VisitorIntel lets us see which companies are visiting our website, so we can engage them before they even reach out. And with real-time data alerts, we never miss a high-value opportunity. If you are looking for a data partner that delivers results, SalesIntel is the way to go.”



Jill Kinman, Marketing and Office Manager,  
DQ Technologies

## Overview:

DQ Technologies (DQT) is a growing provider of innovative technology solutions that help businesses optimize operations, drive customer engagement, and achieve sustainable growth. With a diverse client base across multiple industries, DQT specializes in leveraging advanced technologies to solve complex business challenges and deliver measurable results.

As the company expanded, the need for a more effective prospecting and outreach strategy became clear. Identifying high-intent leads, prioritizing prospects, and reducing time spent on manual research were critical to scaling their success.



**The Challenge:**  
Too Many  
Unknowns, Too  
Few Conversions

DQ Technologies had a strong team, innovative solutions, and a growing client base. But finding and converting new prospects was becoming a challenge.

Their sales team was spending too much time searching for decision-makers instead of engaging them. Even when potential customers visited their website, there was no way to know who they were or what they were interested in. As a result, high-intent leads were slipping away while sales reps were stuck chasing low-priority prospects.

DQT needed a solution that would not only help them identify the right leads but also allow them to act at the right time.





## **The Solution:** **Turning Website** **Visitors into Sales** **Conversations**

DQ Technologies partnered with SalesIntel to bring data accuracy and real-time insights into their sales process. Three key features made the difference:

### **Accurate, Human-Verified B2B Data**

Bad data was slowing down outreach efforts. With SalesIntel's verified contact details, DQT could reach decision-makers without wasting time on outdated phone numbers or emails.

### **VisitorIntel for Real-Time Lead Identification**

Instead of waiting for website visitors to fill out a form, DQT's team could now see which companies were actively browsing their site. This allowed them to reach out to potential buyers before they even made an inquiry.

### **Emailed Data Alerts for Instant Action**

Timing is everything in sales. With real-time alerts on key prospect activities, DQT's team could respond immediately, ensuring no high-value lead was overlooked.



**The Results:**  
**Faster Sales,**  
**Smarter Outreach,**  
**and More Leads**

With SalesIntel, DQ Technologies transformed its prospecting strategy and saw measurable improvements:

**18% faster deal closures**

The combination of timely insights and accurate data allowed sales reps to start conversations at the right moment.

**14% increase in outreach success**

Real-time VisitorIntel alerts helped identify and engage high-intent prospects.

**35% less time spent on research**

The sales team could now focus on selling rather than verifying lead data.

**11% growth in qualified leads**

A steady stream of reliable data ensured the pipeline stayed full of high-quality opportunities.



**Conclusion:**  
A Data-Driven  
Approach to Sales  
Growth

DQ Technologies no longer relies on guesswork to find and engage prospects. With accurate data, real-time insights, and timely alerts from SalesIntel, their sales team is more efficient, their outreach is more effective, and their deals are closing faster.

By embracing data-driven sales strategies, DQ Technologies has set itself up for continued growth. And with SalesIntel as a partner, their sales pipeline is stronger than ever.

Don't just be inspired by results,  
create your own. If this success story  
sparked ideas, let's turn them into action.  
Request your demo today and get a  
walkthrough tailored to your goals.

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