



ASB Business Services Scales **High-Touch Outreach** with SalesIntel



50%
growth in
inbound lead



22%
increase in total
sales volume



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“They’ve been my friends, my heroes,
my advisors, and my cheerleaders.
And believe it or not, they’ve taught this
old girl some new tricks and it ain’t over yet!”



Adele S Busch,
Founder of ASB Business Services

Overview:

ASB Business Services, LLC is a Columbus, Ohio-based provider of personalized and exclusive Executive Telephone Outreach services. Founded by Adele S. Busch in 2015, the company helps clients across industries reach decision-makers through strategic phone outreach, business research, and prospect development. ASB stands out by combining traditional phone engagement with modern data-driven research, delivering high-value results through hyper-targeted campaigns.

Over the last five years, ASB’s partnership with SalesIntel has transformed how the business operates, enhancing both efficiency and the quality of service provided to its clients.



The Challenge:

As a solopreneur, Adele Busch faced unique hurdles. With a business model rooted in personalized outreach, every minute spent chasing down contact information was a minute lost on client strategy and execution. Her method of manually searching company websites, scouring LinkedIn, and making cold calls just to identify the right person was time-consuming and unsustainable, especially as client demands grew and spanned multiple industries.

She needed clean, accurate data and a tool flexible enough to align with the needs of a small business, but powerful enough to support enterprise-level lead generation. The struggle to balance research, campaign execution, and client servicing was draining her productivity and limiting growth.

“Before partnering with SalesIntel, it was an unproductive and dissatisfying period in my business journey. I knew there was a better way.”

Key Challenges:

- **Manual Research Bottlenecks:** Time-consuming methods of identifying decision-makers through internet searches, LinkedIn, and cold calling.
- **Solopreneur Constraints:** Adele handled all research and outreach herself, impacting bandwidth and productivity.
- **Data Reliability Issues:** SEO-generated leads and other third-party data often proved speculative or inaccurate.
- **Scalability Concerns:** Without automation or verified data, growing her client base without compromising quality was challenging.



The Solution:

SalesIntel provided Adele with far more than a database; it offered her a complete research and outreach toolkit tailored to her small business. From day one, the onboarding was personal and high-touch, which immediately aligned with the relationship-driven nature of her business.

SalesIntel's **human-verified B2B contact data**, **Research-on-Demand service**, and **RevDriver Chrome Extension** empowered Adele to uncover precise contacts with confidence. More importantly, intent data from SalesIntel gave her clients a competitive edge by identifying prospects actively researching solutions in their market.

The SalesIntel team became a true extension of her business, providing strategic support, search tips, and timely advice that helped her stay ahead of client expectations.

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Key Challenges:

- **Human-Verified Contact Data:** Access to clean, updated, and accurate B2B data across industries.
- **Intent Data Signals:** Helped her clients be the first to engage with in-market prospects.
- **Research-on-Demand:** Offloaded custom data requests to the SalesIntel team to save time and ensure accuracy.
- **RevDriver Chrome Extension:** Verified contacts directly from LinkedIn in real-time.
- **White-Glove Support:** Daily onboarding calls, proactive guidance, and consistent platform training tailored for a solopreneur.



The Outcome:

ASB Business Services has undergone a complete transformation since adopting SalesIntel. Adele now spends less time on administrative research and more time consulting, building strategies, and strengthening client relationships. The impact has been profound, from faster turnaround times to higher campaign ROI.

With access to verified data and intent insights, her clients are reaching their ideal targets faster and with more relevance. Whether helping a specialty food client land two corporate deals in one week or supporting a healthcare provider with nationwide outreach, SalesIntel has consistently helped Adele deliver measurable results.

She now confidently demonstrates SalesIntel's capabilities during client pitches, often winning deals on the spot. By showing how her phone campaigns are backed by premium data, Adele has positioned herself as a strategic partner, not just an outreach provider.

"The clean, relevant, and human-verified contact data has helped our clients reach the right people in the right companies in the right way. And the intent data? Well, it's helped them be the first ones in the door and stay ahead of the competition. They just love it."



The Outcome:

Expanded Service Offerings:

- Grew from phone outreach to full-service business research and prospect development, increasing service offerings by **35%**.
- This expansion allowed UpCurve to generate **50% more qualified leads**, leading to a **22% increase in total sales volume** within the first year.

Improved Work-Life Balance

- Reduced late-night research by **40%**, enabling the team to spend **3 hours more per week** on networking, exercise, and personal wellness.
- This balance resulted in a **15% improvement in team productivity** and **18% increase in overall employee satisfaction** as measured by internal surveys.

Accelerated Client Wins

- Helped clients close deals **30% faster** by leveraging hyper-targeted outreach and high-quality data.
- Clients saw an average of **20% improvement in conversion rates**, allowing UpCurve to close **15% more deals** in less time compared to previous methods.



The Outcome:

Increased Client Referrals

- Increased client referrals by **40%** as Adele proudly recommends SalesIntel to industry peers due to her consistent results.
- SalesIntel's impact on Adele's business led to a **50% growth in inbound leads**, as referrals from satisfied clients were converted into opportunities at a **60% higher rate**.

Elevated Business Role

- Evolved from outreach specialist to trusted consultant and strategist, leading to a **20% increase in client retention and a 35% improvement in long-term partnerships**.
- As a result of the role evolution, UpCurve secured **25% more strategic accounts**, accelerating growth and increasing client lifetime value by **18%**.



Conclusion:

SalesIntel has become the backbone of ASB Business Services' growth journey, fueling Adele's mission to deliver customized, executive-level outreach with unmatched precision. By combining high-touch phone work with human-verified data, ASB continues to help clients win faster and smarter. What started as a need for better data has become a long-standing, transformative partnership—one that empowered Adele to scale her business, deepen client impact, and rediscover balance in her professional and personal life.

“SalesIntel is more than an investment in your business. It's an investment in your clients, your colleagues, your professional development, and an investment in your life.”

- Adele S Busch, Founder of ASB Business Services

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