



# B2B Only Turned Data Into **37% More Wins** With SalesIntel



**26%**  
Increase in  
Client satisfaction



**32%**  
More  
Productive



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“SalesIntel isn’t just about delivering great data, it’s about delivering outstanding service that truly elevates our performance. With their exceptional support and reliable insights, our agents are more effective than ever, and our clients couldn’t be happier.”



Melissa Mason,  
Director of Operations at B2B Only

## Overview:

Every sales team has that one villain they fight every day, and no, it’s not the competition.

For B2B Only, the real enemy was unreliable data. Campaigns would launch with promise but land with a thud. Agents would dial up prospects only to find disconnected numbers or out-of-date info. And client expectations? Let’s just say they weren’t being met with confidence.

Known for delivering impactful campaigns backed by data, B2B Only knew they needed to clean house before scaling up. That’s when they found their secret weapon in SalesIntel.



## The Challenge:

You can't run a winning play if you don't trust the scoreboard.

B2B Only was operating in high gear but with low-grade fuel. The data they had was inconsistent, and sometimes downright outdated. This wasn't just a tech hiccup, it was directly stalling client deliverables, eroding agent morale, and weighing down project performance.

What they were up against:

- **Faltering projects:** Agents were losing hours chasing prospects that didn't exist anymore.
- **Internal frustration:** Good people were doing great work—but with the wrong tools.
- **Unhappy clients:** When results dipped, so did trust, and it was only a matter of time before that trust turned into churn.

They didn't need more data. They needed the right data, and they needed it yesterday.





## The Solution:

That's when B2B Only hits refresh.

With a SalesIntel partnership that redefined how they work.

The transformation started with a solid foundation:

- **Accurate, verified data:** No more guessing. SalesIntel armed the team with clean, updated contact and company info they could trust.
- **Support that didn't wait for tickets:** From day one, Luke Schamer had their back, jumping in like an extension of their internal team.
- **Smooth onboarding:** Thanks to Alexis Cruz, training wasn't just thorough—it was actually enjoyable.
- **Leadership-level care:** When your CEO gets a personal check-in from another CEO (hello, Manoj Ramnani), you know you're more than just another account.

With SalesIntel in place, the B2B Only team could finally stop worrying about finding the right people and start focusing on reaching them.

A standout moment in the partnership was:

**“What truly sets SalesIntel apart is the personal touch. I was floored when CEO Manoj Ramnani reached out directly to check in on our experience. That level of care from the top down speaks volumes about their commitment to their clients.”**

– Melissa Mason, Director of Operations at B2B Only



## The Outcome:

The numbers told the story better than any report could:

**Agent productivity jumped by 32%.** With less time wasted on bad leads, agents had more time to do what they do best. Just sell.

**Client satisfaction increased by 26%.** With projects now hitting deadlines and KPIs, trust bounced back fast.

**Overall project success improved by 37%.** Better data meant better targeting, better execution, and better outcomes.

SalesIntel didn't just clean up the data problem, it raised the standard across the board.

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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