2× More Leads, 15 % Higher Connect-to-Meeting Rate:

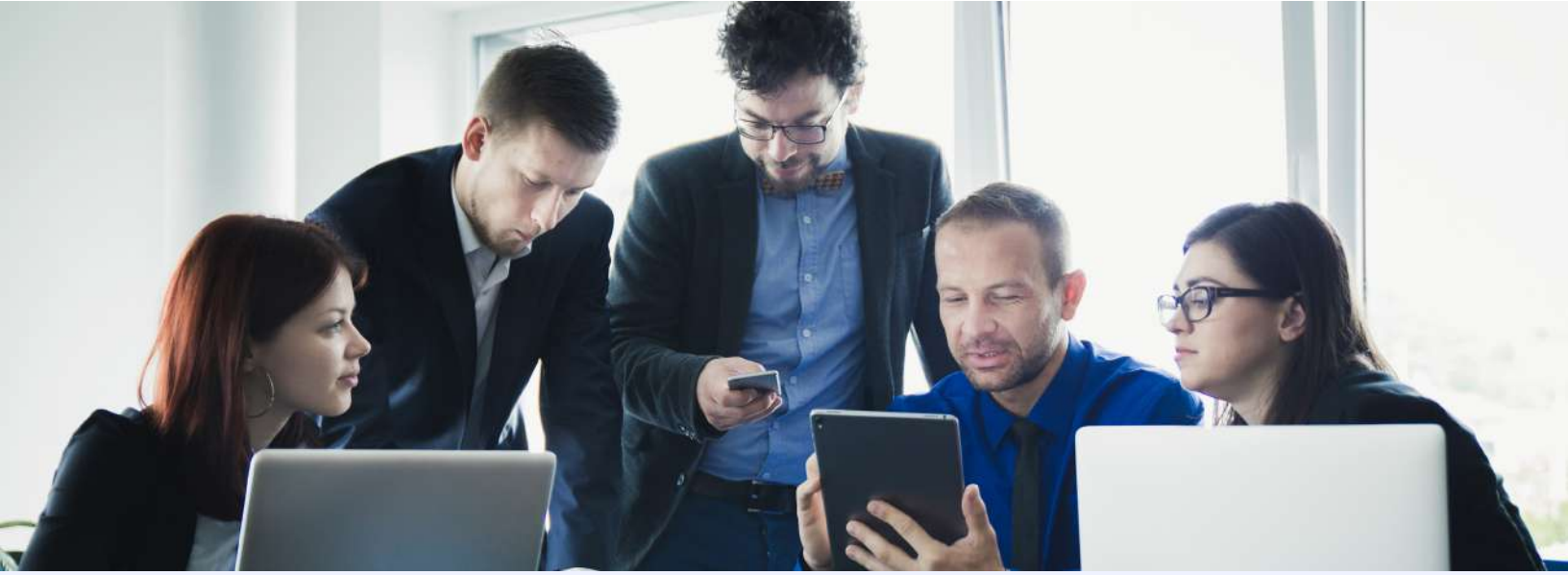How Bloomberg's Enterprise Ticket-Sales Team Scales Outreach with SalesIntel

15%
Lift in Meetings

40%
Less Time on List-Building

> ❝
> "SalesIntel helps me find new leads to sell to and has improved conversation rates. I can access a large amount of data at once. Great for list building as a solo sales rep."
>
> Global Manager of Ticket Sales, Enterprise, Bloomberg

Overview:

When you think Bloomberg, you probably picture trading terminals and breaking financial news. But there's another side to the business that runs on smart conversations and premium experiences - the Enterprise Ticket Sales group. They offer corporate clients exclusive access to Bloomberg-hosted conferences, summits, and curated events. It's not just about selling tickets; it's about deepening relationships with top-tier executives.

But even the most polished event can't run without a strong pipeline. And when that pipeline depends on one person doing it all, the margin for error shrinks fast.

The Challenge:

One Rep, Many Hats
There's solo selling, and then there's solo selling at Bloomberg. The Global Manager of Ticket Sales was handling outreach without the luxury of an SDR army. Every list, every email, every call, it was all on him.

Data Sources That Felt Like Jigsaw Puzzles
Building prospect lists from public databases felt more like detective work than sales. And just when he thought he had a good lead, it turned out to be outdated or missing crucial details. That's a fast track to frustration.

The Cold Call Blues
No direct dials. No firmographic filters. No context. The result? Calls that rarely turned into conversations and even fewer that led to booked meetings.

The Solution:

Manual research can only take you so far. To scale without stacking headcount, Bloomberg's Ticket Sales team turned to SalesIntel for intelligent automation and verified insights.

Verified Data, Zero Guesswork
SalesIntel came in with a human-verified database packed with C-level and VP contacts perfect for reaching decision-makers across finance, tech, and media.

List-Building Magic
The browser extension and CRM sync meant no more spreadsheet gymnastics. With one click, lists were built, appended, and ready for outreach. It was like moving from a flip phone to a smartphone overnight.

Phone Numbers That Actually Work
Add rich firmographic filters and direct dials, and suddenly every outreach attempt felt more intentional. Less "Hi, is this the right person?" and more "Let's talk business."

The Outcome:

With less time spent digging through directories and more time having real conversations, the results quickly followed. The process wasn't just smoother, it was smarter.

2X the Leads
Outreach expanded from around 60 to 120 new prospects per week. No cloning required.

15 Percent Lift in Meetings
Reliable direct dials plus richer contact data turned cold calls into actual conversations and conversations into booked meetings.

40 Percent Less Time on List-Building
With hours saved, the focus shifted back where it belonged: talking to people, not Googling them.

Pipeline That Flows, Not Fizzles
With a steady flow of verified accounts, the pipeline became more predictable. Less waiting. More doing.

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> – Global Manager of Ticket Sales, Enterprise, Bloomberg

Scaling outreach doesn't always mean hiring more people. Sometimes, it just means giving the right tools to the right person. In Bloomberg's case, one rep armed with SalesIntel is closing more, connecting better, and doing it all without breaking a sweat.

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.

Request a Demo