



How MCCS Leverage SalesIntel To Improve Pipeline Generation:  
**36% Increase Outreach Efficiency & 32% Higher Conversion Rates**



**54%**  
ahead of  
sponsorship goal



**32%**  
Higher  
Conversions



“SalesIntel is the most vital part of how I build my pipeline of sponsors. Instead of spending time searching for the right contacts, I can focus on building relationships and securing sponsorships that make a real difference for military families.”



David Mamea,  
Corporate Sales Executive, MCCS

## Overview:

Finding the right sponsors shouldn't feel like hunting for a needle in a haystack, especially when the haystack keeps changing job titles.

At Camp Pendleton, Marine Corps Community Services (MCCS) supports thousands of military families through high-impact events like the Spouse Appreciation Event, Yuma Airshow, and the Super Kids Carnival STEM Zone. With packed schedules and big audiences, securing relevant sponsors is mission-critical.

Enter David Mamea. A Corporate Sales Executive and the person making sure each event has the funding and support it deserves. But even the best-planned event can stall if you can't get the right person to pick up the phone.



## The Challenge:

Before SalesIntel, David spent hours digging for decision-makers, cross-referencing outdated directories, and sending emails that vanished into the void. The problem wasn't a lack of effort. It was lack of structure and good data. Every new event cycle meant starting over:

- **Research-heavy outreach drained time and momentum**
- **Key contacts were often missing, outdated, or impossible to verify**
- **Sales goals were getting tighter, and wins weren't coming fast enough**

To deliver results for his team and the military families they serve, David needed a more predictable, data-backed way to build his pipeline.

## The Solution:

Enter SalesIntel.

SalesIntel didn't just fill in the blanks, it flipped the script.

David gained access to verified contact data that made "finding the right person" a step, not a struggle. He wasn't just reaching out, he was reaching out strategically.

Here's what changed:

- **Verified Contact Data:** Less time vetting contacts meant more time building sponsor relationships.
- **Company-Level Insights:** Now, each message can be tailored to what matters to the company, i.e., making "cold" outreach feel surprisingly warm.
- **Structured Pipeline Building:** With a clear view of who to contact, when, and why, David could prioritize top opportunities instead of winging it.



## The Results:

It didn't take long to see the difference. Just a calendar quarter, in fact.

- **54% ahead of sponsorship goal** in only two months. That's not a fluke. It's what happens when outreach is aligned and targeted from day one.
- **A major sponsorship win for the STEM Zone** securing the biggest contributor in recent years and **boosting sponsorship revenue by 6%.**
- **36% improvement in outreach efficiency.** Less guesswork, fewer dead ends, and more conversations that actually led somewhere.
- **32% higher conversion rates.** When the right person hears the right message at the right time, it clicks.

David didn't just hit his numbers, he reset the bar. With SalesIntel, what used to feel like a scramble turned into a system. A system that gives him time to focus on what matters most: building real partnerships that support real people.

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