



# 2x More Leads, Zero Guesswork: New Leaf's Pipeline Formula



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more qualified  
leads per  
week



**25%**  
increase in  
connect-to-meeting  
conversion rate



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“Using SalesIntel along with LinkedIn makes a huge difference, saving tons of time.”



Lance Partridge,  
National Sales Executive,  
New Leaf Service Contracts, Inc.

## Overview:

New Leaf Service Contracts, Inc. offers extended warranty and maintenance solutions for appliances, electronics, and home systems, helping homeowners protect their valuable assets while managing repair expenses. To fuel growth, their sales team needed a faster, more accurate way to find and connect with high-intent service contract buyers.



## The Challenge:

The sales team was wasting hours hunting for prospects with little return. With no reliable data source, reps relied heavily on manual methods that slowed outreach and sapped productivity.

- **Inefficient LinkedIn Prospecting:** Reps spent hours scrolling through profiles without a clear path to verified contact information.
- **Unreliable Data:** Finding direct dials and accurate emails was inconsistent and often required multiple tools.
- **Disconnected Workflows:** Switching between LinkedIn, spreadsheets, and the CRM disrupted the prospecting flow and delayed follow-ups.



## The Solution:

New Leaf integrated SalesIntel into their prospecting workflow, giving reps a faster, more streamlined way to identify, research, and engage high-fit leads.

- **RevDriver Browser Extension:** Allowed reps to instantly enrich LinkedIn profiles with human-verified contact details, without leaving the page.
- **Extensive Verified Contact Database:** Opened access to hundreds of thousands of accurate service-contract buyer records.
- **CRM Integration:** Enabled seamless syncing with HubSpot and simplified list building with one-click exports and auto-enrichment.



## The Outcome:

With SalesIntel, New Leaf's sales team transformed its outreach process, reducing research time while increasing lead quality and conversions.

- **2× more qualified leads per week**, driven by access to rich, accurate contact data.
- **25% increase in connect-to-meeting conversion rate**, thanks to cleaner, verified contact info.
- **3× faster list-building**, cutting campaign prep from 3 hours to just 1.
- **70% less time spent on LinkedIn**, allowing more time for actual sales conversations.

"The tool is great, and the RevDriver tool is amazing. Easy to use, and simple to find new companies/contacts to connect with. Aimlessly searching for leads on LinkedIn, and sending messages gets old. Using SalesIntel along with LinkedIn makes a huge difference, saving tons of time."

– Lance Partridge, National Sales Executive, New Leaf Service Contracts, Inc.



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