



From Stalled Outreach to 55% More Demos:

How Leonard's Express Fixed
Prospecting with SalesIntel



70%
faster
prospecting
cycles



55%
boost in
demo-to-meeting
conversions



“

"With territory filters and the RevDriver extension, I surface verified contacts in minutes. That accuracy has pushed my connect rate up 65% and boosted demo conversions 55%."



Marcus Moss,
Sales Executive, Leonard's Express

Overview:

Before implementing SalesIntel, Leonard's Express relied on ZoomInfo. Despite a strong track record in logistics, Leonard's Express struggled with inefficient prospecting and limited access to accurate contact data. The team struggled with navigating vast amounts of information, detracting from their core focus of efficiently identifying and reaching out to the right contacts at the right time. Their reps were bogged down by manual list building, making it hard to scale outreach or break into new industries



The Challenge:

Despite a strong track record in logistics, Leonard's Express struggled with inefficient prospecting and limited access to accurate contact data. Their reps were bogged down by manual list building, making it hard to scale outreach or break into new industries.

The Solution:

To modernize their outreach and expand into new verticals, Leonard's Express turned to SalesIntel. The team leveraged SalesIntel's advanced tools and support to bring speed, precision, and scale to their sales efforts.

- Territory filters helped reps instantly identify and qualify leads within their target regions.
- RevDriver extension provided on-the-go access to verified contact data right from LinkedIn and company websites.
- White-glove support and onboarding ensured high user adoption and continuous enablement across the team.



The Outcome:

SalesIntel delivered measurable improvements across prospecting efficiency, pipeline growth, and client acquisition. The sales team saw faster workflows, higher engagement, and major wins in previously untapped markets.

- **70% Faster Prospecting:** Sales reps now save 5 hours/week on lead filtering and list cleanup.
- **Improved Connect Rates & Demo Conversion:** Verified contacts led to a 65% increase in connect rates and 55% more demos converting to meetings.
- **Major Client Wins:** Successfully onboarded Dell, Mars Corporation, and Dole through targeted outreach.
- **Expanded Market Reach:** Identified two new verticals, driving 45% YoY growth in brokerage revenue and contributing 60% of the current pipeline.
- **User Success & Support:**
 - 98% CSAT score
 - 96% active usage among reps
 - Avg. support response time under 1 hour

"Since switching to SalesIntel, my prospecting cycles are 70% faster. I'm getting back five hours every week to spend selling instead of scrubbing lists. With territory filters and the RevDriver extension, I surface verified contacts in minutes, and that accuracy has pushed my connect rate up 65% and boosted demo conversions 55%. That's how we cracked marquee accounts like Mars and Dole."

– Marcus Moss, Sales Executive, Leonard's Express



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](#)