



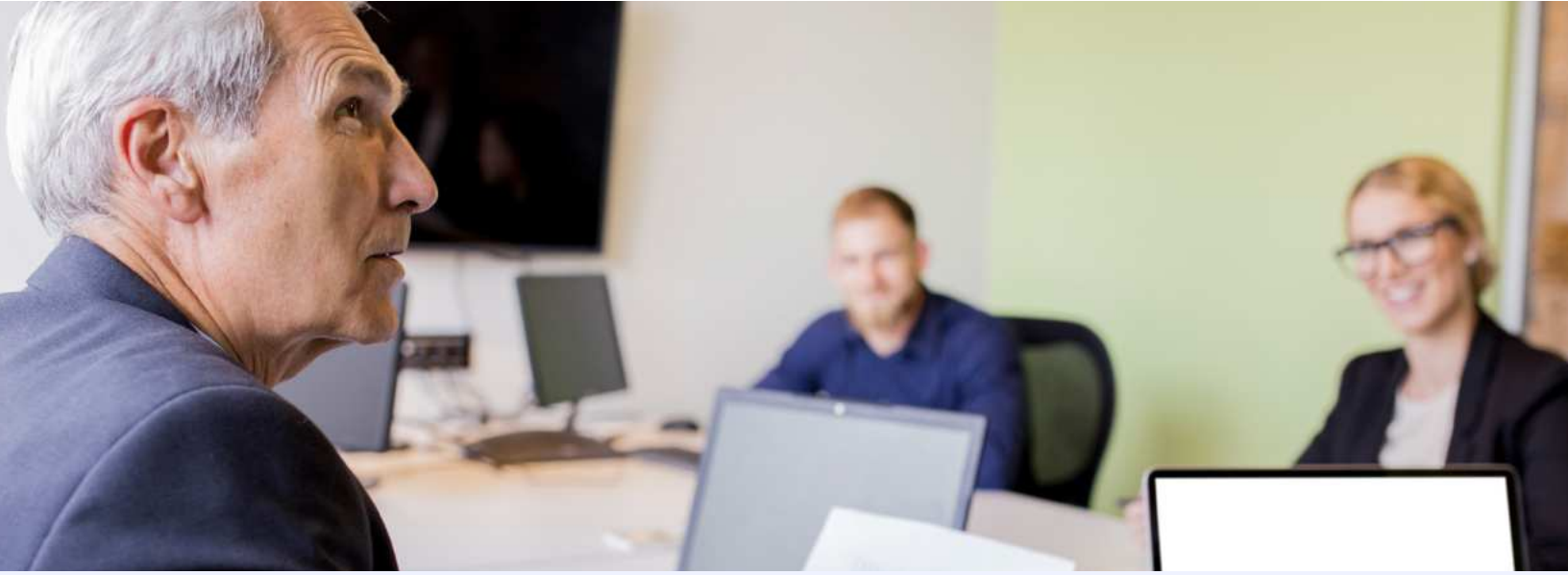
Maestro Group **Left** **ZoomInfo & Landed a** **\$500K Deal** In 6 Months



\$500K
SOW Closed in
first six months



75
Qualified
Opportunities
in first six months



“

SalesIntel is the sweet spot that delivers the quality our clients need without the bloat, allowing us to build a high-performing sales engine immediately.”



Michael Valade
Chief Client Officer, Maestro Group

Overview:

Maestro Group's client is an HR workforce platform operating in the retention and technology industry. With approximately 33 employees and having raised \$25M in funding, the company was in a pivotal transitional phase, shifting its business model from providing a lower-cost service to a high-value enterprise software solution. This fundamental transformation required a complete overhaul of their sales and go-to-market strategy to support their new enterprise platform.



The Challenge:

The client faced significant obstacles in generating a high-quality sales pipeline to reach HR, talent acquisition, and DEI leaders at major corporations. Their existing lead generation infrastructure was fundamentally broken and preventing them from executing their new enterprise go-to-market strategy effectively.

- Previous data providers delivered low accuracy contact information, undermining outreach efforts
- Expensive multi-year contracts with providers like ZoomInfo created cost-prohibitive barriers
- Lack of necessary integrations between tools created workflow inefficiencies
- Manual list-building consumed valuable time that should have been spent on high-impact prospecting
- Team resources were being wasted on administrative tasks rather than revenue-generating activities
- Inability to generate sufficient pipeline to support their transition to enterprise sales



The Solution:

Led by their fractional CRO, Maestro Group completely transformed the client's sales engine through a comprehensive technology and process overhaul. The team strategically moved away from expensive, ineffective tools, in favor of a more cost-efficient and powerful sales stack centered around SalesIntel's human-verified contact data.

- **Technology Stack Overhaul:** Sunset expensive ZoomInfo contract and implemented SalesIntel for human-verified contact data
- **Sales Tool Integration:** Configured direct integration between SalesIntel and HubSpot CRM for automated data enrichment
- **Comprehensive Sales Stack:** Invested savings into sequence tools, parallel dialer, and HubSpot CRM upgrades
- **Activity-Driven Process:** Implemented high-volume outreach strategy with 500 calls per day targeting thousands of new prospects monthly
- **Workflow Automation:** Eliminated manual list-building by ensuring prospects were automatically loaded into CRM with accurate, up-to-date information
- **Strategic Resource Allocation:** Freed up BDR time to focus on high-impact prospecting and relationship building



The Outcome:

Maestro Group's strategic implementation delivered immediate and transformative results that fundamentally changed the client's business trajectory. The new sales process with SalesIntel not only generated substantial pipeline but also enabled the closure of their largest deal to date while significantly reducing operational costs.

- **\$500M SOW Closed:** Pipeline directly led to closure of first half-billion-dollar Statement of Work within six months
- **75+ New Opportunities:** Generated over 75 qualified opportunities in first six months with single BDR
- **Massive Cost Savings:** Secured three years of unlimited SalesIntel data for same price as one year of previous provider
- **Exceptional ROI:** Cost per attended meeting dropped to approximately \$80, with savings funding entire new tool stack
- **Improved Efficiency:** BDR workflow transformed from manual tasks to high-impact prospecting activities
- **Scalable Foundation:** Built sustainable sales engine capable of supporting continued enterprise growth

"In our experience acting as a fractional CRO, we've found that SalesIntel is the perfect blend of data accuracy, price, and enterprise features to hit the ground running. Yes, there are less expensive tools on the market, but our clients end up paying ten times more in wasted BDR time correcting bad data or building lists. On the other end, the most expensive platforms rarely provide a measurable difference in value that justifies the massive price hike. SalesIntel is the sweet spot that delivers the quality our clients need without the bloat, allowing us to build a high-performing sales engine immediately."

- Michael Valade, Chief Client Officer, Maestro Group



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sparked ideas, let's turn them into action.
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walkthrough tailored to your goals.

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