

The Seattle Mariners Found the Data Quality Their Market Demands

RepIntel turned stale territory data into a weekly, signal-prioritized motion for suite and group sales.

INDUSTRY Professional Sports / Entertainment



Results



7-FIGURE

Goal exceeded in Q2



4,000+

New qualified contacts



5 OF 7

Reps hit yearly targets by Q2

Overview

Selling MLB season tickets is entirely different from selling into an enterprise with thousands of buyers. The Mariners work a defined Pacific Northwest territory where every company and contact matters. When account data is wrong, there is no second version to call instead. Their sales operation depends on relationships with local businesses for season ticket packages, group sales, and premium hospitality.



“That is a relationship, and a deal, that would have just disappeared without verified, up-to-date data.”

MARC MAHONEY
Director, Suite & Group Sales

Real-World Impact: Surviving a Tech Industry Layoff

When a major tech company announced layoffs, the Mariners faced a common relationship-sales scenario. The person holding the partnership together was gone. The role still existed, but without a verified replacement contact, the account went dark. Instead of giving up, the Mariners waited a month, searched again through SalesIntel, found the new contact in the same role, and preserved the relationship and the revenue it represented.

Why They Switched to SalesIntel?

The Mariners had been relying on another provider, but the data quality did not hold up in a concentrated Pacific Northwest market. Stale records meant missed connections, failed outreach, and renewal windows that quietly closed. SalesIntel gave the team confidence that the contact they were calling was real, current, and worth the effort.

The Challenge, and How SalesIntel Solved It

THE CHALLENGE

- **Gut-feel prioritization**
Reps could not see what to renew, what was cooling, or which logos to chase.
- **Stale data in a small market**
When decision-makers changed roles, outdated records meant losing the only path into an account.
- **Reactive renewal motion**
Without visibility into lapsing accounts, reps reached out too late.
- **Low-signal new-logo prospecting**
Territory lists were worked alphabetically or by account size, rather than by intent or likelihood to buy.

THE SOLUTION

- **Prioritized daily action**
ReplIntel ranks accounts by buying signals, intent, and health so reps know who to call and why.
- **Verified, localized data**
Research-verified data reduces dead ends and gives reps confidence in every outreach.
- **Earlier renewal-risk detection**
Risks surface before contracts lapse, shifting reps from reactive saves to proactive management.
- **Weekly intent reports**
Employee engagement, incentives, and conference interest are reviewed every Monday.



“Before SalesIntel, we were making targeting decisions based on gut feel and stale contact records. Now our reps start every Monday with a clear, prioritized list of who to call and why, and we actually trust the data we are looking at. In a market this concentrated, that trust is everything.

MARC MAHONEY

Director, Suite & Group Sales, Seattle Mariners

Key Differentiator

In a small market, data accuracy is non-negotiable. Competitors who aggregate at scale can have thin coverage in concentrated geographies. SalesIntel's research-verified approach means Mariners reps can trust the data even when the reachable buyer list is short.

Ready to see how signal-based account prioritization
can change how your team sells?

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