A Go-to-Market Perspective

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A Go-to-Market Perspective

SalesIntel

SalesIntel allows users to run a more efficient Go-to-Market by building pipeline faster, improving win rates, and reducing sales cycle time. By providing the ability to scale intelligence gathering on the decision-makers and critical account data, their customers see significant improvements in the cost of acquisition, creation of expansion opportunities, and customer retention rates.

Marketing leadership and the demand teams will love their ability to target in-market ICP accounts using intent data. The media and content teams can quickly test new channels and creative ideas to unlock scalable demand generation paths faster. Account development reps use SaleIntel's extensive database and Research on Demand team to find new accounts and contacts. Overall, marketing leadership can run Go-to-Market strategies with a measurable ICP and a unified definition of quality pipeline, benefiting both sales and marketing.

The Entire Sales Organization will experience improved efficiency and morale by incorporating SalesIntel into their tech stack. Mundane tasks and sales processes will be eliminated, allowing more focus on ideal customer targets that are more likely to make quick purchases. Sales teams can concentrate on in-market accounts displaying buying signals, reducing time wasted on poorly qualified accounts. Moreover, the significant decrease in time spent researching and sourcing new contacts will give sales teams and business development reps more time to engage with buyers rather than searching for them and provide managers with better information to coach their teams.

The Revenue Operations team will be able to efficiently maintain clean and standardized GTM market system data, benefiting revenue management in various areas such as territory management, lead management, contacts per account, deal health, and market-based revenue modeling.

Finally, the entire Go-to-Market organization benefits from SalesIntel's highly recommended partnership. Due to their exceptional customer service, fair pricing, and their data ownership regulations, SalesIntel is set apart from other business intelligence providers in the space.

Top 3 Value Propositions

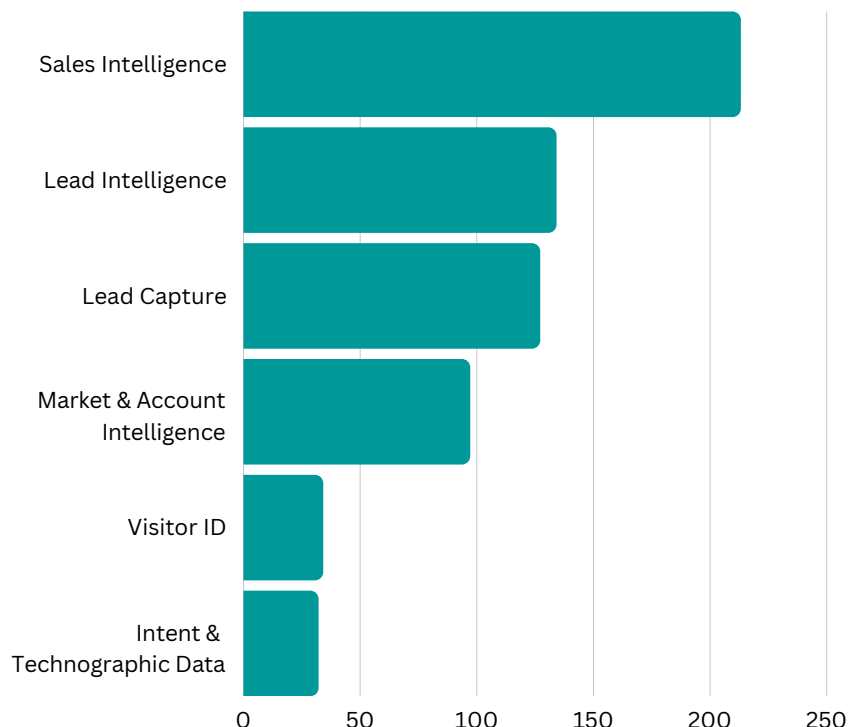**Identify your ICP with verified technographic & firmographic intelligence data** 01

Reach the decision makers in your buying center with our human-verified contact data 02

Experience world class customer service to ensure our data works for you 03

Customer Use Cases & Value Definition

In reviewing feedback from hundreds of users, we have determined that SalesIntel's primary value propositions are widely experienced by their customers.

Top Use Cases Cited by SalesIntel Customers

Customers tell us that SalesIntel:

- Makes the job of sales much easier

- Is like an extension of your team

- Saves hours per rep per week

- Helps reps prioritize using intent

- Improves cold call connection rates

- Increases cold email response rates

- Get's sales into the right contacts at each account

USE CASE	WHEN TO PRIORITIZE TECH FOR YOUR GTM MOTION
Targeted Outbound & Account-based data	Verified and highly targeted data aligned with your Ideal Customer Profile (ICP) is critical to identifying the most relevant and in market companies your team should focus on. Use accurate firmographics, technographics, and intent data for efficiency.
Accelerate pipeline and close more deals	Better qualified deals close faster and lead more reps to hit quota while also ensuring they are selling the right customers. Solutions like SalesIntel make it easy for sales reps to reach more decision maker contacts with human-verified data.
Data hygiene & standardization	RevOps teams, tasked with maintaining relevant, complete and up-to-date account and contact data across the GTM tech stack need access to trustworthy sales intelligence data with vendor friendly terms that don't restrict their access.

QUOTABLES

"SalesIntel was the catalyst for defining our ICP and the results were instant"

"The prospects showing intent were indeed in market for our solution"

"We can be incredibly specific and target the exact people we want"

"After comparing dozens of different platforms and combinations, SalesIntel stands out"

"If they don't have the contacts we need they'll go get them"

"Data enrichment is why I love the SalesIntel Platform"

SalesIntel's ROI

Customers see material ROI over prior approaches after implementing SalesIntel.

Quality Data

Multiple customers and marketing agencies have confirmed 94%+ accuracy of contacts in US Market - citing improvements over other providers

Accuracy
94%

Research On Demand

- The human research service makes it an absolute winner
- Get human verified data on the exact people you need to cold call
- Break into complex org charts in hard to reach verticals
- If you don't find the contacts you need the ROD team will go get them
- Finds titles and contacts not previously found in other solutions
- Contact data is accurate, seldom is there a bounced email

Revenue Outcomes with SalesIntel

SalesIntel customers report improved prospecting outcomes as a direct result of quality contact, intent, and intelligence data

7x
More likely to reach prospect on phone
Scalex.ai

50%
More prospects identified
TitanHouse

150%
Increased engagement
Peak Power

50%
Jump in connections with intent data
CDYNE

30%
Increase in phone connections
DevenSoft

66%
Increase in average deal size
CDYNE

* Quotes and stats are from our research, customer interviews and reviews submitted through G2.com

About GTM Partners

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GTM Partners, a data-driven Go-to-Market Analyst firm helps organizations and GTM vendors to achieve efficient growth by transforming their GTM strategy. We work with high-growth companies to help them unify their GTM teams and to provide them with lasting strategies and frameworks. GTM Partners, with a mission to make Go-to-Market simple aims to be the voice of the industry for all things GTM.

We do this by offering:

1. Data and benchmarks collected from data providers, including G2 and Bombora, as well as our community of the world's fastest-growing companies.

2. Research, best practices and design frameworks to provide guidance on the best-in-class approaches to strategizing, executing and tooling your Go-to-Market approach.

3. Personalized advice and support from experienced leaders and practitioners that help you address business challenges in a manner that is authentic and specific to you.

Our consulting work focuses on areas such as Go-to-Market strategy, creating a Point of View and Go-to-Market project execution strategy across the 8 pillars of GTM.

4. Events and networking with industry leaders looking to define the category of Go-to-Market and revolutionize the way we create value for our organizations.

About the analysts

Bryan Brown
Chief Analyst

Bryan is a SaaS pioneer and thought leader in the marketing and sales tech industry. He has both created and brought to market innovative software products and ideas while helping thousands of companies in their effort to grow revenue more efficiently. Bryan is a co-founder with multiple exits (Vtrenz), has led strategy teams in Fortune 100 Companies (IBM) and has helped multiple organizations scale their products & Go-to-Market approaches from point solutions to platforms via organic product development and through mergers & acquisitions (Silverpop, Terminus). His work over the years has been instrumental in forming new categories and securing top placements for his companies in both the Forrester WAVE and Gartner Magic Quadrant reports.

Lindsay Cordell
Senior Go-to-Market Analyst

Lindsay is a practitioner turned analyst who studies best practices and trends in Go-to-Market and develops actionable models and blueprints for our clients. She has held both practitioner and leadership roles in almost every aspect of Go-to-Market, including Product, Marketing, Sales, Revenue Operations, and Enablement for several Fortune 500 companies, including AT&T, Hearst and Cox. She most recently ran the GTM Center of Excellence for the Account-Based Marketing Platform Solution Terminus.

Sangram Vajre
Industry Analyst

Sangram is a three-time best-selling author and co-founder of several organizations, including Terminus, The Peak Community and most recently, GTM Partners. Sangram has been at the forefront of B2B marketing trends, the Flip-my-Funnel movement, and defining the Account-Based Marketing category ushering in a new generation of marketers. He has previously held CMO roles at Pardot, a Salesforce company and Terminus.

GTM PARTNERS

More on GTM Perspectives

GTM Perspectives are third-party validated assessments of Go-to-Market Vendor Solutions that are primarily focused on how to get the most out of an investment in technology. Centered around use cases (as opposed to vendor stack ranking), these guides are intended to provide readers with a data-driven analysis of what problems the solution is intended to solve and how well it delivers on those promises.

Perspectives are developed in three stages. First, we will work with the vendor to learn about their capabilities. The vendor must respond to a use-case-driven market survey, provide a demo and give us insight into their roadmap. Next, we analyze G2 data to understand how the market at large is using the solution and what they find to be most valuable. We also review feedback on the entire segment to understand how that vendor performs against its competitors or similar solutions in the use cases specified. Finally, we speak with three customers to better understand their primary use cases, get an understanding of any additional investment outside of the cost of the solution and confirm any need for additional investment in companion solutions required for the use cases to be performed.

GTM Perspectives are developed at the request of our Vendor Partners, who provide us access to their customers and support our understanding of the solution we are validating. GTM Vendor Partners are held at an arm's length during the development of the perspective to ensure we produce an unbiased, data-driven review.

GTM Partners is committed to improving the lives of Go-to-Market teams through the development of frameworks, guides, tools, and perspectives.

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