

SalesIntel – A Revenue Intelligence Platform enabling B2B Companies to Target Their Best Fit Audience, Reach Prospective Clients, Grow Their Pipeline and Increase Revenues



Manoj Ramnani
CEO

SalesIntel

Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine

CEOCFO: *Mr. Ramnani, what is SalesIntel?*

Mr. Ramnani: We are a revenue intelligence platform. SalesIntel provides quality account and contact data and intelligence to sales, marketing, and revenue operation teams of companies that are trying to sell their product and services to other businesses (B2B companies). This data intelligence enables those individuals to target their best fit audience, reach out to their prospective clients, grow their pipeline and increase their revenue. That is what SalesIntel does.

CEOCFO: *Is the data intelligence you provide regarding the types of customers? How they should be approached? Would you give us a little more detail?*

Mr. Ramnani: There are four pillars to our offering. First is the ability to help our clients figure out the right companies that they should go after by providing quality company firmographic and technographic data. This ultimately results in their own ideal customer profile or ICP.

Once they have identified their ICP, then we provide additional intelligence to show who among those companies are in the market today. Only 15% of the best-fit accounts for your product or solution are in market at one time. So this intelligence helps to show buying intent and allows you to direct your go-to-market teams more effectively.

Thirdly, we help you talk to the right people within the accounts in-market. For example, if you sell professional services to finance departments, we will give you the controller, the CFO, and the VP of Finance. It boils down to getting a full picture of the buying centers at these companies with the benefit of a full set of contact data for those individuals: business emails, mobile numbers, LinkedIn profiles, etc.

Lastly, what makes this unique data intelligence offering is our dedication to quality data and service. We keep our human research team alongside our account and contact verification efforts to make sure that you always have access to the highest quality data possible and the highest quality intelligence possible. If we don't have the data our clients need, then we offer a Research on Demand service to support their niche needs.

CEOCFO: *How do you collect the data?*

Mr. Ramnani: The data is collected through our public and private sources. In some cases, via partnerships to get the raw data. However, the magic happens when we apply our artificial intelligence technology that is based on the Natural

Language Processing (NLP) algorithm to process all of the information. Then the last mile is we put the human researchers to ensure the information is accurate.



CEOCFO: *What might you look at in this process, whether it is in the data or with human researchers, that less knowledgeable people do not realize should be included?*

Mr. Ramnani: It is the quality. Many times, buyers either go to the least expensive solution or they go with the biggest brand that they have heard of. Then they realize that in either of those situations, they did not get the quality data and the quality intelligence, so they end up wasting their time and resources. Data is at the center of all go-to-market strategies. You can send your team in the wrong direction with inaccurate account data and signals. You can also know exactly who you want to talk to but not be able to reach them because of incomplete contact data. Or an unfortunate combination of both.

Therefore, the quality of data and intelligence is of the utmost importance, and many companies do not realize that until it is too late; as they have already made their buying decision.

CEOCFO: *Did you realize from day one that data quality was a major factor or did that develop as you went along?*

Mr. Ramnani: As I started the business, I saw the gap that existed in the market, where there are a lot of data providers out there, but very few who are focused on the quality. The ones that were focused on the quality, as they got bigger, they lost that focus, and that created an opportunity for a company like SalesIntel to come in and fill that gap.

“Our dedication to quality data and service sets us apart from others in this space. Not only will we provide you the highest quality data software and intelligence, but our teams are also truly invested in the success of your business and your growth. Companies looking to build their pipeline can find their people at SalesIntel.” Manoj Ramnani

That is how you see the growth of our business, as we have been growing 100%, year-over-year. A big portion of that is the quality of data and the quality of service that we provide. If you look at our G2 reviews, a couple of hundred people have reviewed our service, and the majority of them have quality of data and the quality of our customer support as the number one reason why they switched from our competitors to using SalesIntel.

CEOCFO: *What types of companies are turning to you and how do you reach out to let them know what SalesIntel is and why they should be looking to you?*

Mr. Ramnani: We have a very large market, as every B2B company with sales and marketing teams can benefit from quality intelligence. We can and do service small B2B firms all the way to companies at the level of Oracle, Dell, Microsoft, but we drink our own champagne to get our message out effectively. We have a focused ICP, we look at accounts in market, and then we target the buying center through a multi-channel go-to-market strategy including email marketing, paid advertising, events, webinars, organic content, partnerships, and more. We’re also starting to see more and more that our customers introduce us to their industry counterparts.

CEOCFO: *How important is the human researchers facet of your business?*

Mr. Ramnani: It is an important part of the whole equation. It is a technology based human research, where the technology does the first 80% to 90% of the job, then the human researchers confirms it. The way the technology is built, every time a human researcher touches the datapoint to fix it or confirm that it is good, the engine is learning. Over a period of time, the engine gets smarter and increases its initial quality outputs. There will always be a need for humans, but our business scales very well.



CEOCFO: *What are some of the newest services you are able to provide? Who have you changed since your inception?*

Mr. Ramnani: We are providing services such as Data Enrichment. Some organizations have their CRM data and marketing data that going out of date in their platforms. So what we do is provide ongoing support to keep the data fresh in their marketing systems and their revenue systems.

CEOCFO: *What is involved with an implementation? What types of choices might a customer make once they are engaged with SalesIntel? What is the business model?*

Mr. Ramnani: Our Data Enrichment is working behind the scenes every minute of every day. In terms of platform, our sales and marketing professionals interact with our systems daily. In the cases where they are integrated with the customers CRM and marketing systems data, they would be interacting less frequently than daily. However, they will always visit our platform once a week.

CEOCFO: *What is your global reach? Where are your customers today?*

Mr. Ramnani: 90% of our customers are in the US, and the remaining are all over the world.

CEOCFO: *Do you see more international growth? Is that important for you?*

Mr. Ramnani: Today we are opportunistic, but in the coming years winning an international customer base will be important for us.

CEOCFO: *Are there newer pieces of technology that have helped you accelerate?*

Mr. Ramnani: In the last couple of years, cloud computing and AI (Artificial Intelligence) have become much more mature. That has helped us develop some of our products more quickly.

CEOCFO: *Where are your challenges today? What are you paying attention to that may be a little troublesome?*

Mr. Ramnani: Scaling the business is always challenging. How do you efficiently grow the business and maintain 100% growth year-over-year? Recruiting can be challenging. Although it is employer friendly now, with lots of companies laying off, we are still hiring. However, you have to find quality people who are committed to your mission.

CEOCFO: *How do you know when someone is right for your company and understands your approach?*

Mr. Ramnani: We look to see if they have shown success in past jobs. A good start would be to find someone who has been with their previous employer for a long time. They likely have succeeded in that role for multiple years because of their personal commitment and the skill set they bring to the table. We also look at candidates' cultural values to ensure we're mutual fits. These are some of the things we look for.

CEOCFO: *Put it together for our readers. There are lots of companies to look at. Why pay attention to SalesIntel? Why should companies use this type of service, but more importantly, why should they be using you SalesIntel?*

Mr. Ramnani: Our dedication to quality data and service sets us apart from others in this space. Not only will we provide you the highest quality data software and intelligence, but our teams are also truly invested in the success of your business and your growth. Companies looking to build their pipeline can find their people at SalesIntel.