



ASB Business Services, LLC Case Study: Boosting Sales Performance with SalesIntel



The Client

“ I am confident in stating that the partnership with SalesIntel has changed my business and my brand 100%”



- Adele S. Busch

Founder/CEO at ASB Business Services, LLC



BUSINESS SERVICES, LLC

INTRODUCING

ASB Business Services, LLC is a business development solutions provider that specializes in personalized and exclusive Executive Telephone Outreach. Established in 2015, ASB's custom solutions help businesses elevate their sales performance by pivoting from traditional cold telemarketing to targeted business development outreach.

We had a nice chat with Adele S. Busch, Founder & CEO at ASB Business Services, LLC, to learn about their experience using SalesIntel.

(pictured above)



The Challenge

Offering business development solutions to companies of varying industries, ASB serves a large market representing a wide range of industries. Researching the right accounts and decision-makers was a major challenge. They mostly used internet searches, LinkedIn, company websites, and made endless calls to find the information on their target prospects, often being transferred from one office to the other across the USA. Being a Solopreneur, most of the research was done by Adele, thus consuming a lot of her time and taking a toll on her productivity.

As she put it,

“Before partnering with SalesIntel, it was an unproductive and dissatisfying period in my business journey. I knew there was a better way.”



Finding the Ideal Solution

Facing such challenges, Adele went out looking for a data provider that could deliver a solution specific to her data needs. After much research and deliberation, she finally opted for SalesIntel as we offered a customized solution that suited her business.

“I am a solopreneur, and SalesIntel made it a point to understand my small business model, my budget, and why I needed reliable B2B Contact Data”, she said about why she chose to partner with SalesIntel.”

After the papers were signed, the onboarding process was seamless, instantaneous, transparent, and personal.

“We talked on the phone every day to make sure I had what I needed and the platform was working effectively. He [Jason Rosenthal, the account representative] often took time and gave me tips on how to search and how to use the various functions,” she said.



Leveraging Data to Transform Business

After ASB started using SalesIntel, they quickly realized the immense potential the product had for business growth by reaching customers they couldn't reach before.

“I enjoy being the one who can locate information for my clients that no one else can find,” Adele said about her new seamless research process. “I use the data from SalesIntel to make more productive calls for our clients,” she continued. “Our clients love the competitive advantage the correct contact data gives their business”.

On a personal level, the ease of using the platform gave Adele more confidence in using state-of-the-art technology for her business processes and transformed her role into a “Consultant and Strategist”.

With SalesIntel to back her research and outreach, she has become an expert in reaching the RIGHT contacts in the RIGHT companies in the RIGHT way and has helped clients hit their niche market with hyper-targeted outreach.



Leveraging Data to Transform Business

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“We combine our telephone strategies with the data from SalesIntel to make the best connections and take the relationship to the next level for our clients,” she explained about her new approach.

Using the same approach, ASB recently helped a specialty food retail client expand their business by targeting corporate clients. ASB helped them identify and connect with two large corporate prospects in the same week, thanks to SalesIntel.

“Our client was thrilled and her business was empowered by the results that we obtained with SalesIntel”.



Looking Forward

Being a small business owner, Adele has highly appreciated SalesIntel for its flexibility to accommodate their needs without overshooting her budget. She was also pleased with the quality of customer support and said,

“As a first-time SalesIntel partner, I was impressed with the friendly, caring, and knowledgeable staff. I enjoy being on a first-name basis with everyone.”

Ever since partnering with SalesIntel, ASB Business Services, LLC has seen remarkable improvements in their sales process and registered healthy growth that Adele is confident will result in a positive ROI. Moreover, several of ASB's colleagues have expressed interest in SalesIntel for their business.

Adele states proudly,

“I never hesitate to send referrals to SalesIntel because I know it is an ideal solution and my colleagues will have an unprecedented experience partnering with SalesIntel.”

