

Code Red Safety Closes  
**\$150,000 in New Business**  
within the First 60 Days  
of Using UpLead



**CASE STUDY**



**\$150,000**  
IN NEW BUSINESS

**46,567%**  
ROI

**INDUSTRY**  
PUBLIC SAFETY

**LOCATION**  
UNITED STATES

**CHALLENGE**  
REACHING DECISION  
MAKERS NATIONWIDE

**SOLUTION**  
UPLEAD VERIFIED LEADS

## THE COMPANY

Code Red Safety

Code Red Safety provides comprehensive safety services to the construction, oil and gas, and transportation industries. Their services include safety audits, safety staffing, safety equipment rental, training, and rescue teams.

## THE CHALLENGE

Reaching Decision Makers Nationwide

In a highly competitive market where sales opportunities arise unexpectedly, Code Red Safety's national account manager Kyle Mende needed a better way to reach decision makers. There was no way that he could achieve his rising sales goals using the traditional method of going door-to-door or visiting worksites to attempt to meet prospects face-to-face.

"Because my territory is the entire United States, I need an efficient and cost-effective way to get in front of decision makers," shares Kyle. "I simply can't justify the airfare and hotel expenses associated with the traditional way we've sold our services."

Kyle knew that he needed a faster and more efficient way to contact prospects. The answer was sending emails and making telephone calls. To start selling smart, Kyle needed contact information for leads nationwide.

“

UpLead makes it very easy for me to get in front of decision makers without having to waste hours dealing with gatekeepers. Now that I have direct contact information that has been validated, I can focus my time and effort on closing deals.



**Kyle Mende**

National Account Manager  
Code Red Safety

## THE SOLUTION

### UpLead's Targeted Sales Leads

Kyle's first attempt at a solution was signing up with Data.com. Even though it's marketed as "the fastest way to connect with the right decision maker," Kyle wasn't happy with the service.

"My main problem with using Data.com was that the email addresses were not verified," explains Kyle. "I'd send out 300 emails only to have 200 bounce back as undeliverable. That was completely unacceptable."

Things got so bad that Kyle began requesting a credit on his monthly fee because he received so many useless emails. "After doing this a few times, I decided that I couldn't deal with it anymore," says Kyle. "It was too frustrating. I had to move on to a different provider."

Still committed to email prospecting, Kyle searched for a better solution. That's when he found UpLead. He read through the website and determined that UpLead provided everything he was looking for. "When I took advantage of the free trial, I found that I liked the look and feel of the platform and its user-friendliness," says Kyle.

At the end of his free trial, Kyle signed up. Now he has access to UpLead's database of more than 30 million contacts in more than 200 countries worldwide. Most importantly, he can target his search using 50 criteria including job title, industry, geographic location, job function, management level, employee count, and technologies used.



UpLead has enabled me to reach out nationwide and penetrate geographic markets where we've never worked before. Being able to use the search function to directly target people in specific roles and within certain industries is a huge plus

## THE RESULT

### \$150,000 in First 60 Days

Kyle's success with using leads he received from UpLead was almost instantaneous. In the first 60 days he made \$150,000 in sales. That represents a 46,567% ROI on his small investment in UpLead.

"UpLead has enabled me to reach out nationwide and penetrate geographic markets where we've never worked before," shares Kyle. "Being able to use the search function to directly target people in specific roles and within certain industries is a huge plus."

UpLead works for Kyle because he has access to verified contact information. "UpLead makes it very easy for me to get in front of decision makers without having to waste hours dealing with gatekeepers," explains Kyle. "Now that I have direct contact information that has been validated, I can focus my time and effort on closing deals."

**HOW WOULD YOU LIKE  
TO HAVE RESULTS LIKE THIS?**

PUT UPLEAD TO WORK FOR YOU.

