



Demodesk Cut Daily Prospect Research From Hours to Minutes with ZoomInfo

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The Munich sales software company's reps now hit a daily quota of five new accounts and 25 new contacts in 10 to 15 minutes, down from two to three hours.

VANCOUVER, Wash.--(BUSINESS WIRE)--Aug. 21, 2026-- ZoomInfo (NASDAQ: GTM), the all-in-one AI GTM platform, has reported that **Demodesk**, a Munich-based sales meeting and coaching software company, has cut the time its sales development reps spend on daily prospect research from two to three hours to 10 to 15 minutes, according to the company.

Demodesk sells software that takes non-selling work off sales reps. Its platform loads a playbook into every customer meeting, so a seller has the right slides, talk tracks, and battle cards on the spot. Inside its own sales organization, the non-selling work was piling up. Demodesk's sales development reps researched accounts and contact details by hand, then typed what they found into the CRM.

The process was slow, and it was unreliable. Manual research is prone to error, and a wrong number or a stale title becomes a wasted attempt later in the sequence. The quota made the cost concrete. Each rep had to load five new accounts and 25 new contacts into the CRM every day, and that alone ran two to three hours. Reps were doing data entry during the hours they should have been selling.

Demodesk built its target lists in ZoomInfo against specific criteria instead of assembling them one contact at a time. Filters did the segmentation, so a list matched the real buyer profile from the start. Buying signals showed which accounts were actively researching solutions, which set the order of the day's outreach. Company news and event signals gave reps a reason to call now rather than next quarter. Demodesk also connected ZoomInfo to Salesforce and to its sales automation software, so verified records landed in the systems reps already worked in. The manual upload step went away.

The daily research block dropped from two to three hours per rep to 10 to 15 minutes, a cut of roughly 90 percent, according to the company. Across a five-day week, that is more than a full working day returned to each rep. Demodesk also reports the quality of its conversations improved, which it credits to the buying signals and company news attached to each record. The quota did not change. The five accounts and 25 contacts now take a fraction of the time.

The change did not stay in sales development. Demodesk's marketing team used the same data to enrich trade show lists and personalize campaigns, and the company says every team gained capacity to generate, nurture, and convert opportunities. For a company built on giving reps their selling time back, the internal case made itself. Stop paying reps to look things up.

About ZoomInfo

ZoomInfo (NASDAQ: GTM), the all-in-one AI GTM platform, enables sales, marketing, and customer success teams to execute their go-to-market strategy with confidence. Powered by the industry's most comprehensive B2B data, including more than 100 million companies, 500 million contacts, and billions of signals, ZoomInfo delivers the intelligence, automation, and integrations that modern revenue teams need to identify, engage, and convert their best buyers.

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Media contact:

Public Relations Team

ZoomInfo

PR@zoominfo.com

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