

SalesTiger boosts margins by 80–85% and scales B2B clients with Zoho One

Sales & Marketing Consulting · Jacksonville, Florida, USA

Howard Meltzer founded SalesTiger in Jacksonville, Florida in 2002 to help B2B companies, especially larger franchise organizations, grow through structured sales processes and marketing automation. As the business shifted from in-person consulting to remote and webinar-based services, Meltzer needed a single system that could give him visibility across very different client organizations while flexing to each one's hierarchy and confidentiality needs. After stitching together and outgrowing several point tools, he consolidated everything onto Zoho One, and his use of the suite has grown alongside his clients ever since.

THE CHALLENGE

Scaling a value-based, customer-centric sales practice nationwide while juggling disconnected CRM, email, and landing page tools that could not keep pace with a growing, multi-client business.

THE SOLUTION

One connected platform in Zoho One, giving Meltzer a single source of truth for sales, marketing, e-signature, and reporting that he could configure differently for each client's hierarchy and privacy needs.

THE RESULT

Stronger margins, deeper client trust, and the confidence to take on larger, more complex franchise accounts, all managed by a lean, two-person team.

80–85%

GROSS MARGINS, UP FROM ~60%

\$600K–\$700K

ANNUAL REVENUE

300+

USERS SUPPORTED BY JUST 2 STAFF

Hours → 10 Min

AUTOMATED TASK COMPLETION TIME

40–50

FRANCHISES MANAGED FOR ONE CLIENT

99.9%

OF CLIENTS ARE B2B BUSINESSES



Zoho One

KEY APPS USED



Zoho CRM



Zoho Desk



Zoho Sign



Zoho Analytics



Zoho WorkDrive

ABOUT SALESTIGER

SalesTiger is a sales and marketing lead generation firm that helps organizations grow their revenue by implementing structured sales processes and marketing automation, with a primary focus on B2B clients, especially larger franchise accounts. Founded by Howard Meltzer in Jacksonville, Florida in 2002, SalesTiger provides clients with warm leads and detailed contact lists, customized marketing content like email campaigns and landing pages built with client approval, and CRM capabilities featuring contact management, lead scoring, and mobile access. The company also delivers sales training, process consulting, and operates a separate community for sales professionals to learn, network, and advance their careers. Meltzer, who previously worked for major office products companies such as Xerox, Ricoh, and Canon, started SalesTiger to provide consulting services to independent office product dealers, helping them grow and prepare for a successful sale. Over time, SalesTiger transitioned from in-person consulting to remote and webinar-based services, which enabled greater reach and scalability.

The Challenge

SalesTiger's sales approach centers on shifting away from pushy tactics toward a value-based, customer-centric approach. Its key principles include building trust through integrity and transparency, prioritizing customer needs and timelines, and offering prospect exclusivity by not overlapping clients by industry or region. To support these goals, Meltzer needed a system that would provide visibility across each organization while remaining flexible enough for the variety of businesses he was working with.

Initially, he ran his operations using spreadsheets, direct mail, limited email, and sales training focused on cold calling and appointment setting. His clients were located across the country, so he spent most of the year traveling. As the business grew, he realized he could serve more clients and improve his scalability and reach by switching from in-person consulting to remote and webinar-based services, particularly in the office products industry. That shift prompted him to find solutions that could help him manage his client base and operations remotely.

Meltzer experimented with several CRM and marketing tools to scale his operations. He first tried InfusionSoft (now known as Keap), which offered limited CRM capabilities and poor email delivery rates, and paired it with Leadpages to manage his landing pages, but found that integrating these tools proved inefficient. He then moved to ActiveCampaign, which brought landing page capabilities with basic CRM features and relied on SendGrid, resulting in similar email deliverability issues. Meltzer continued to look for a more robust solution.

"After trying to put all those pieces together, I needed a solution that was bigger, better and all in one."

HOWARD MELTZER, OWNER

The Solution

Meltzer evaluated Salesforce, HubSpot, and Pipedrive before eventually choosing Zoho. Starting with Zoho One, he appreciated the comprehensive and scalable features, hierarchy controls, and privacy safeguards. He also found Zoho's openness about the strengths and weaknesses of its products a refreshing change of pace compared with other vendors.

“Zoho's approach is to launch early, gather user feedback, and improve over time. This transparency convinced me to go with Zoho, and my use of the platform has grown since then.”

HOWARD MELTZER, OWNER

ZOHO AT SALESTIGER

Meltzer uses Zoho both at SalesTiger and as an administrator for his clients, optimizing their operations and workflows. This makes his use cases unique, since most of his clients are also his users. He initially started by looking for CRM and email marketing solutions, and the integration between Zoho CRM and Zoho Campaigns within Zoho One led him to more products within the suite. From Zoho Sign to help manage non-disclosure agreements, to Zoho SalesIQ and Zoho Social for marketing, to Zoho Landing Pages for website management (eliminating the cost of his previous solution, Leadpages), Meltzer's Zoho usage grew alongside his clients' requirements. For data management, all of his data and files are centralized within Zoho Analytics for reporting and Zoho WorkDrive for file management.

SalesTiger places a high priority on customer experience, which made it especially important to find a solution that supported a personalized approach. “My sales approach fits perfectly with platforms like Zoho, emphasizing ongoing, soft engagement rather than aggressive sales tactics, especially since 99.9% of our businesses are B2B,” Meltzer said.

SalesTiger works with clients to make sure new systems fit existing processes, so most clients begin by using whatever CRM tool they already had. But once given access to Zoho One and its other apps, many companies switch to Zoho CRM. Meltzer manages the customer journey from lead generation to sales to ongoing billing and management on Zoho One. He uses Zoho CRM as his primary sales solution and Zoho Sign for handling NDAs. When a potential buyer requests an NDA through any of his clients' sites, the system automatically generates a contract and sends it to the buyer for signature, after which the buyer receives confidential sales information. Zoho CRM then adds a record of the buyer's information and tracks how much time recipients spend reading the documents, along with other related statistics.

SECURITY WITH ZOHO

Meltzer observed, when working with large franchises, that franchisees often worry about franchisors accessing, misusing, or interfering with their data. Data isolation and hierarchy are essential for franchise clients to keep each franchisee's information confidential. In the case of one franchising client, internal competition was so intense that brokers viewed their own colleagues as primary competitors, making data privacy between users critical. To support this, Meltzer helped configure detailed hierarchies, roles, and privileges to restrict access.

“In the business brokering world, an agent in an office will say ‘my competition is the person sitting right next to me.’ The ability to maintain hierarchy and essentially, confidentiality, between users was paramount and Zoho does a wonderful job with that.”

HOWARD MELTZER, OWNER

ZOHO FOR CLIENTS

Howard's first major Zoho Desk deployment was for a client in the business brokerage industry with 300 users and about 40–50 franchises, most of whom were using spreadsheets or Outlook instead of a CRM. The goal was to add value for franchisees, ensure legal compliance (especially around document storage and agreements), and improve

marketing and sales, all of which he accomplished with Zoho Desk. The client had previously relied on emails and phone calls to address support issues, creating a backlog with no accountability by department, and support issues were slipping through the cracks.

“There was a lot of ‘I never saw the email,’ and even when an issue was resolved the user was not made aware that it had been resolved. By using Zoho Desk to create departments and assign support teams, the client can see the issues, prioritize them, and respond on a timely basis with complete accountability.”

HOWARD MELTZER, OWNER

Another client, a cartridge supplier with a limited budget, uses Begin by Zoho CRM together with Zoho Campaigns instead of the full Zoho One suite. As his clients' needs evolved, Meltzer added more Zoho apps to his collection: some wanted Zoho Sign, others were interested in Zoho SalesIQ, and many wanted Zoho Analytics and Zoho WorkDrive. He expanded his offerings accordingly.

The Results

Switching to Zoho One, Meltzer was able to improve his gross margins thanks to a reduction in major expenses. He calculates that his gross margins are now around 80–85%, compared with roughly 60% when he was using InfusionSoft and ActiveCampaign. “With my only substantial expenses now being my labor, employee labor, and Zoho, I’ve built a business that generates \$600,000–\$700,000 in annual revenue with extremely high gross margins,” he said.

80–85%

GROSS MARGINS

\$600K–\$700K

ANNUAL REVENUE

300+ / 2

USERS PER CORE STAFF

Zoho has helped Meltzer support larger clients and more complex organizations at SalesTiger, such as franchises and buying groups, which was not feasible before. Although he now has fewer clients, each one brings in higher revenue and operates with greater efficiency than before.

“I chose Zoho One for its integrated campaigns and comprehensive suite of tools, and it has proven to be one of the best decisions for my business. Without Zoho One, I would still be working with smaller clients instead of the larger accounts I now serve. Remarkably, I can support over 300 users with just two core staff members.”

HOWARD MELTZER, OWNER

Another benefit Meltzer observed with one client was that implementing lead scoring and automating processes through Zoho integrations and API setups significantly boosted conversion rates and reduced task completion times. “The biggest benefit they have experienced with Zoho is that they’ve all gotten lead scoring, which improved conversion rates exponentially. The integration with their proprietary operating system took some of the simplest tasks that would normally take hours to complete and brought them down to 10 minutes by automating the processes,” Meltzer said.

Conclusion

SalesTiger recently started using Zoho Voice and is considering expanding its use of Zoho Projects and Zoho Analytics. While the company already uses AI to some extent, Meltzer would like to maximize its potential going forward. He also maintains contact with Zoho's enterprise support team to explore other applications and discover how they can enhance processes both at SalesTiger and for his clients.

"Your support is fantastic. I think it's by far the best out there in the world where you compete, the best of the best."

HOWARD MELTZER, OWNER