CUSTOMER STORY · NOTEEFY

How Noteefy lifted win rates from 18% to 25% with Downgrain

Noteefy's business development reps swapped manual course research for Downgrain and the Claude connector, and saw pipeline grow 40% in six months.

+40%
Pipeline growth

25%
Win rate, up from 18%

+24%
Closed Won deals

+30%
Meetings, first month

THE CHALLENGE

AT A GLANCE

COMPANY
Noteefy

WHAT THEY SELL
Tee sheet utilization tools: waitlists, confirmations, and an AI pro shop assistant

SELLS TO
Golf courses and multi-course operators

TEAM
Sales: SDRs and AEs

USING
Downgrain platform + Claude connector

Before Downgrain, researching one course meant a loop: Google it, open Maps, dig through the website, then guess who actually ran the place. At about five minutes a course, research ate hours that belonged to outreach.

Tee sheet tech surfaced on the discovery call, if at all. Multi-course operators were hard to map, and emails too often landed in pro shop inboxes or with GMs who had moved on.

> **"I would say 30% of the meetings I've booked [during our Downgrain trial] have been from courses that weren't already on my radar previously... You're making our job a lot easier."**
>
> Marshall Ruffing, Team Lead, Business Development at Noteefy

HOW NOTEEFY USES DOWNGRAIN

One pull, full picture

Ownership, contacts, tee sheet and recent activity in seconds.

Tee sheet tech, live

Know the provider before first touch. Catch every switch.

MCOs mapped in minutes

Every property, and who makes decisions at each level.

Real decision-makers

Owners and GMs with accurate contacts, not pro shop inboxes.

Claude connector

Build target lists in plain English, then rank who to call.

More time selling

Research hours now go to outreach, and every meeting is better prepped.

THE RESULTS

AREA	BEFORE	WITH DOWNGRAIN
Course research	Google, Maps, website, guesswork	**One pull, in seconds**
Tee sheet tech	On the discovery call, or never	**Before the first touch**
MCO prep	Structure unclear	**Properties and decision-makers**
Who they reach	Pro shop inboxes, stale GMs	**Owners and decision-makers**

> “We’re reaching the actual owners and decision-makers. Fewer bounced emails, fewer dead ends, more conversations with people who can sign.”

Mike Dwyer, Management/Business Development at Noteefy

SEE IT ON YOUR MARKET

Turn golf industry data into pipeline, faster.

Book a demo

downgrain.com