



 **MANIFEST**

Sales Development Case Study

PREPARED BY CIENCE TECHNOLOGIES, INC

 **CIENCE**



About Manifest

Manifest is an exclusive lifestyle and travel club. They create powerful experiences for their members with custom-crafted getaways to unique destinations within the U.S., removing the hassle of typical travel by providing private air. As a chapter-based club, they are a tribe of like-minded adventurers ready to embark upon unique experiences.



Jeff Potter

Founder and CEO

Industry

Leisure, Travel & Tourism

Website

www.manifestescapes.com

Challenges and Scope

ICP: Affluent individuals who want to take the effort out of luxury travel.

Product: Exclusive Lifestyle and Travel Club.

CIENCE Technologies coordinates the lead generation efforts for Manifest. After researching appropriate industries and clients, they conduct cold-email campaigns.

Why CIENCE

“You can’t solve challenges until you find a partner who understands your business.” – Jeff Potter, Manifest Founder and CEO.

Manifest needed a quick solution to drive traffic and qualify leads that were overwhelming their inbound sales team. They were looking for travel and hospitality field experts, not generalists.

“I was 100% committed to another provider and was introduced to them through a recommendation of another party,” says Jeff Potter. *“After some in-depth discussions on the scope of what we needed, their experience level, and their cost structure, we selected CIENCE.”*

Manifest was in the CRM selection process as well. CIENCE became an asset for Manifest in making their final choice. Potter says, *“Their experience in working with various systems brought clarity to our needs.”*

RESULTS

CIENCE worked with Manifest to define their ideal prospects, which previously was a very fluid process for them. *“There were several iterations along the way that required adjustments and CIENCE was quick to work with us and provided*

us with complete flexibility, which was critical,” says Jeff Potter, Founder and CEO of Manifest.

“We have gradually learned what/how best to reach our prospect audience (a more affluent audience),” says Jeff Potter. “Our partnership with CIENCE was integral to this process – their comprehension of the challenges at the outset was imperative.”

CIENCE’s Evaluation

Overall Score	★ ★ ★ ★ ★
Scheduling	★ ★ ★ ★ ★
Cost	★ ★ ★ ★ ★
Quality	★ ★ ★ ★ ★
NPS	★ ★ ★ ★ ★



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