



*Productive
Learning*

Sales Development Case Study

PREPARED BY CIENCE TECHNOLOGIES, INC



CIENCE



About Productive Learning

Productive Learning's Beyond Business Training provides corporations with leadership and business training. Their focus is on unlocking the keys to success within individuals, leadership teams, and team members. This training utilizes data-driven, proprietary methodologies, designed to cut to the core of both operational dysfunctions, stagnant performance, and raising management towards higher life & business goals.

Productive Learning's clients typically experience tremendous growth as their core issues become exposed, and then solved, thus creating the clarity and capacity needed to execute business objectives quickly and effectively.



Lindon A. Crow

President

Industry

Professional Training & Coaching

Website

productivelearning.com

For nearly 25 years, Productive Learning has been helping people develop their innate ability to create and live the life they truly want. They do this by providing interactive experiences where leaders discover and nurture the thinking necessary to see what else is possible. This includes workshops designed to unearth those tools and thought processes that support a happier and more meaningful life.

Challenges and Scope

ICP: Housing Development, Financial/Insurance Services, Enterprise IT Solutions, Real Estate Brokers, Healthcare, Sales, Engineering, Customer Service.

Product: Leadership Training and Personal Development Workshops.

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

Why CIENCE

"They work endlessly to discover new growth strategies for our benefit, which proves they genuinely care about our success." – Lindon A. Crow, President.

Productive Learning approached CIENCE because they needed to find an experienced digital marketer who could effectively promote their brand. They had received bids from three vendors and decided on CIENCE because their team was able to do more work without assistance from Productive Learning.

CIENCE began generating around 250 leads per week. *"Once our needs were identified, they began writing eight different drafts for the email campaign,"* says Lindon A. Crow. *"They customized the content to align with our company's unique brand language."*

Week after week, Productive Learning and CIENCE collaborated to make adjustments to their email campaign based on prospect responses. *“During holidays,”* Crow recalls, *“they make sure to include special greetings to make their emails to our clients more personable.”*

RESULTS

Productive Learning first partnered with CIENCE in June 2018. Weekly meetings were held to discuss on-going performance and plan the next steps to further optimize their campaign.

Lindon A. Crow, President of Productive Learning explains, *“Beyond their remarkable transparency, they made a special effort to include us in their progress with detailed documents and spreadsheets. When roles changed within their organization, they preserved the old email address, signature, and communication style to avoid confusion from our clients.”*

Shortly after the campaign launched, positive results were realized. *“We consider CIENCE Technologies’ efforts to be a highly successful internal sales strategy,”* says Crow. *“Within eight months of executing their campaign, more than 165 leads contacted us to learn more about our programs.”*

CIENCE's Evaluation

Overall Score | ★ ★ ★ ★ ★

Scheduling | ★ ★ ★ ★ ★

Cost | ★ ★ ★ ★ ★

Quality | ★ ★ ★ ★ ★

NPS | ★ ★ ★ ★ ★



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