



Sales Development Case Study

PREPARED BY CIENCE TECHNOLOGIES, INC





About Texas Research International

TRI began as a small research and development company. Since its founding, TRI has grown to 13 different employee-owned small businesses, employing over 120 scientists, research and support personnel around the world. Many of the TRI companies perform applied research, product development and testing in a wide variety of physical and organic sciences, while others focus on education, communication and relative technologies.

TRI companies have vast experience with contracted research and development projects for government agencies, including the Department of Defense and the National Transportation Product Evaluation Program. They also work closely with a broad range of private sector clients. Texas Research International supports each of its small companies by providing access to corporate-level services.



Laura Collins

Chief Financial Officer

Industry

Research

Website

tri-intl.com

Challenges and Scope

Challenge: TRI provides real-time cloud-based financial management solutions through Calumo and Acumatica ERP. They provide technology solutions, analytical dashboards, customized reporting, and beneficial resources for all technology stacks with capabilities to drive a growing business.

ICP: With a split campaign, Texas Research International had two separate ICPs for two different lines of business. The first ICP targeted finance and accounting decision-makers of mid-market companies. The second sought Heads of Finance, as well as IT divisions, of slightly smaller mid-market organizations.

Product: TRI simplifies the business world in the most efficient ways by helping small to midsize businesses save time and money, and expedites growth by providing access to real-time, cloud-based financial management solutions through Calumo and Acumatica ERPs. They provide technology solutions, analytical dashboards, customized reporting, and beneficial resources for all technology stacks with capabilities to drive a growing business.

Solution: CIENCE Technologies orchestrated an outbound campaign, conducting precise research, personalized outreach, and carefully crafted copy to drive qualified leads into the Texas Research International sales pipeline. The outbound sales team consisted of an account manager, project manager, campaign strategist, researcher, and sales development representative.



Why CIENCE

By way of referral, CIENCE was introduced to Texas Research International from a similar marketing organization. Between the months of February and June 2020, TRI recruited the firm to create, craft, and deliver an outbound sales campaign.

"I employed CIENCE to provide an SDR Team to drive qualified leads interested in our solutions to our Sales Team," says Laura Collins, Chief Financial Officer, Texas Research International.

RESULTS

The CIENCE team took a (proven) scientific approach in creating messaging for an outbound sales campaign, identifying the target market, writing the messaging sequence, and, ultimately, serving as an extension of their sales team to drive qualified leads to TRI's sales team.

"Every member of this team is of high caliber, very competent, articulate, and concise," said Laura Collins, Chief Financial Officer. *"This is probably the most professional organization I have ever worked with from start to finish."*

Deadline-driven, CIENCE turned over two to three qualified appointments per week, all while maintaining a seamless workflow marked by responsive and transparent communication. All of the appointments were attended by prequalified, interested parties.

"I have been completely impressed with them every step of the way," Collins said. *"I currently have four open opportunities that may turn into sales in the coming weeks."*



CIENCE's Evaluation

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



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