



# Sales Development Case Study

PREPARED BY CIENCE TECHNOLOGIES, INC





## About Global Perspective Speakers & Events

Global Perspective Speakers & Events (GPS) is a premier international consulting firm focusing on innovative strategies for the public speaking industry. Their primary clients are event producers and talent-buyers searching for mid to high-level talent with topical relevance and audience relatability. GPS helps to successfully navigate live-appearance agreements for its clients while alleviating the migraines associated with the booking and logistical planning processes.



**Jeremy Berry**

CEO

**Industry**

Entertainment

**Website**

[gpspeakers.com](http://gpspeakers.com)

## Challenges and Scope

**ICP:** Producers and talent buyers in the realm of diversity, educational equity, social justice, and corporate social responsibility.

**Product:** Speaker and talent booking services; event planning and logistics.

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

## Why CIENCE

*“CIENCE has helped us solve stagnation in lead generation.”* – Jeremy Barry, CEO of GPS.

The CIENCE team assisted GPS with the development and deployment of an aggressive sales campaign which consisted of sales copy, sequence design, email/call campaigns, lead gen, and pipeline management. After GPS outlined their specific targets, CIENCE created and conducted several multi-channel outbound marketing campaigns for the company.

## RESULTS

CIENCE and GPS's partnership began in January 2019. After several months of collaboration on multiplied outbound campaigns, GPS saw that the efforts in targeting qualified leads for GPS and securing appointments helped revive and refine sales efforts. With the GPS sales cycle varying from three months to an entire year, gaining a higher volume of good contacts was invaluable.





*“The lead generation was very helpful and contacts were accurate and current,” said Barry. “As a small business, we did not have the bandwidth to generate leads in high volume without CIENCE.”*

GPS said the collaboration helped them achieve high volume sales outreach.

## **CIENCE’s Evaluation**

Overall Score | ★ ★ ★ ★ ★

Scheduling | ★ ★ ★ ★ ★

Cost | ★ ★ ★ ★ ★

Quality | ★ ★ ★ ★ ★

NPS | ★ ★ ★ ★ ★



548 Market St #99737  
San Francisco CA  
94104-5401 US

+1 (949) 424-2906  
[hello@cience.com](mailto:hello@cience.com)  
[www.cience.com](http://www.cience.com)