Sales Development Case Study

PREPARED BY CIENCE TECHNOLOGIES, INC
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            | ★★★★★