



Sales Development Case Study

PREPARED BY CIENCE TECHNOLOGIES, INC





About The Myers-Briggs Company

Myers-Briggs empowers individuals to be the best versions of themselves by enriching self-awareness and understanding of others. They help organizations of all sizes improve teamwork and collaboration, develop inspirational leaders, foster diversity, and solve their most complex people challenges.

As a Certified B Corporation®, The Myers-Briggs Company is a force for good. They have established assessment developers, expert trainers, and business psychologists. Their powerfully practical solutions are grounded in a deep understanding of the significant social and technological trends that affect people and organizations.

With a global network of offices, partners and certified independent consultants in 115 countries, products in 29 languages, and experience working with 88 of the Fortune 100 companies, they are ready to help you succeed.



Rob Gullett

Senior Consultant Inside Sales

Industry

Professional Training & Coaching

Website

eu.themyersbriggs.com/en

Challenges and Scope

ICP: Healthcare, Financial, Technology, Energy/Oil and Gas, Transportation, Manufacturing, Insurance, Food & Beverage, Hospitality.

Product: CIENCE Technologies coordinates the lead generation efforts for The Myers-Briggs Company. After researching appropriate industries and clients, they conduct orchestrated outbound campaigns.

Why CIENCE

In April 2020, Meyers-Briggs was looking to augment (on a global scale) services from their inside sales team, who are much more involved with administrative tasks than actively prospecting outbound leads. Their goal was to connect to people via phone.

"I reviewed numerous inside sales support services globally and selected CIENCE for its team's combination of soft-skills with technology applications to augment our sales and marketing initiatives with prospect out-reach," says Rob Gullett, Senior Consultant Inside Sales.

RESULTS

Meyers Briggs is actively connecting with prospects via email and phone with the help of technology that supports SDR activities, finely tuned emails, phone scripts, and list enhancement services.

"We continue to expand SDR/inside sales objectives by leveraging their resources," Gullett adds.





CIENCE's Evaluation

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



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