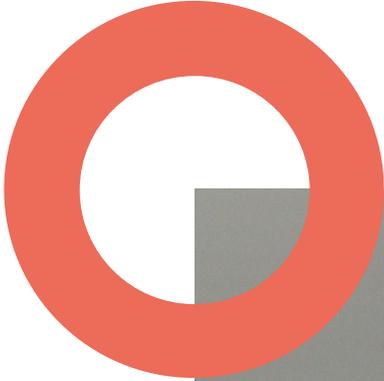




CIENCE



Western University  
OF HEALTH SCIENCES

# Case Study: Sales Development



## Case Study: Sales Development

### HOW CIENCE INCREASES LEADS AND FORMULATES SUCCESSFUL OUTBOUND FOR WESTERN UNIVERSITY OF HEALTH SCIENCES

#### *About Western University of Health Sciences*

WesternU is one of the largest graduate schools for health professions in California. Alumni rank among the top leaders in health care and medicine throughout the country and the world.

The University is home to more than 3,800 students in nine health sciences colleges and 20-degree programs, as well as more than 1,100 employees, and its main campus in Southern California is one of the most thriving enterprises in the Pomona and Inland valleys. WesternU Pomona, encompassing 22 acres, has helped transform downtown Pomona into a thriving mix of retail, commercial and educational enterprises.

All of the health care programs have professional accreditations, and the University is accredited by the Accrediting Commission for Senior Colleges and Universities of the Western Association of Schools and Colleges.



**Chris Weeks**

Business Development Coordinator

**Industry**

Education

**Website**

[www.westernu.edu](http://www.westernu.edu)



## CHALLENGES AND SCOPE

**ICP:** Medical device, biomedical, and medical.

**Product:** Research capabilities, connection with medical/innovation expertise, brand exposure with current/future medical professionals, and philanthropic giving towards community health.

CIENCE Technologies coordinates the lead generation efforts for the Western University of Health Sciences. After researching appropriate industries and clients, they conduct cold-marketing campaigns.

## WHY CIENCE

*“We brought in CIENCE to help us identify leads for potential collaboration opportunities and schedule appointments with those leads,”* Chris Weeks, Business Development Coordinator says.

In hopes of growing philanthropic opportunities in Spring 2020, Western University sought CIENCE’s expertise in outbound marketing, sending its team after the “big guys,” high-level positions within well-established organizations.

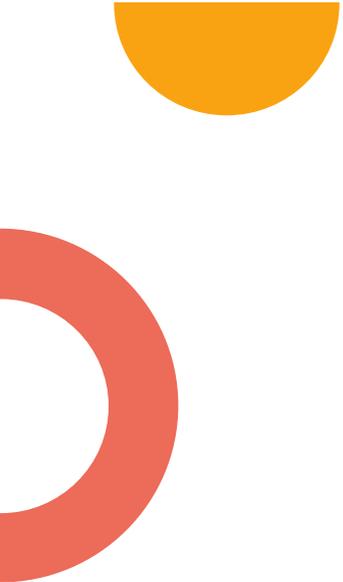
In addition to revenue, WesternU’s overall goal is to increase their network with heavy-hitters in the medical industry and, ultimately, to bring more funding to the university; better positioning themselves for philanthropic giving.

## RESULTS

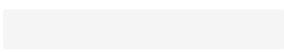


*“Effective lead generation,”* Chris Weeks says. *“CIENCE generates a weekly report that succinctly summarizes outreach activity. This allows us to review their productivity and also provides an opportunity to ask questions and make course corrections.”*

With CIENCE’s well-executed outbound marketing campaign, hundreds of prospects were contacted at the get-go. *“CIENCE was able to start setting appointments right away. Our list of leads increased significantly,”* Weeks continues. *“CIENCE will do a great job of researching leads, writing thoughtful messaging, and working with your team to set up appointments during the best times for you.”*

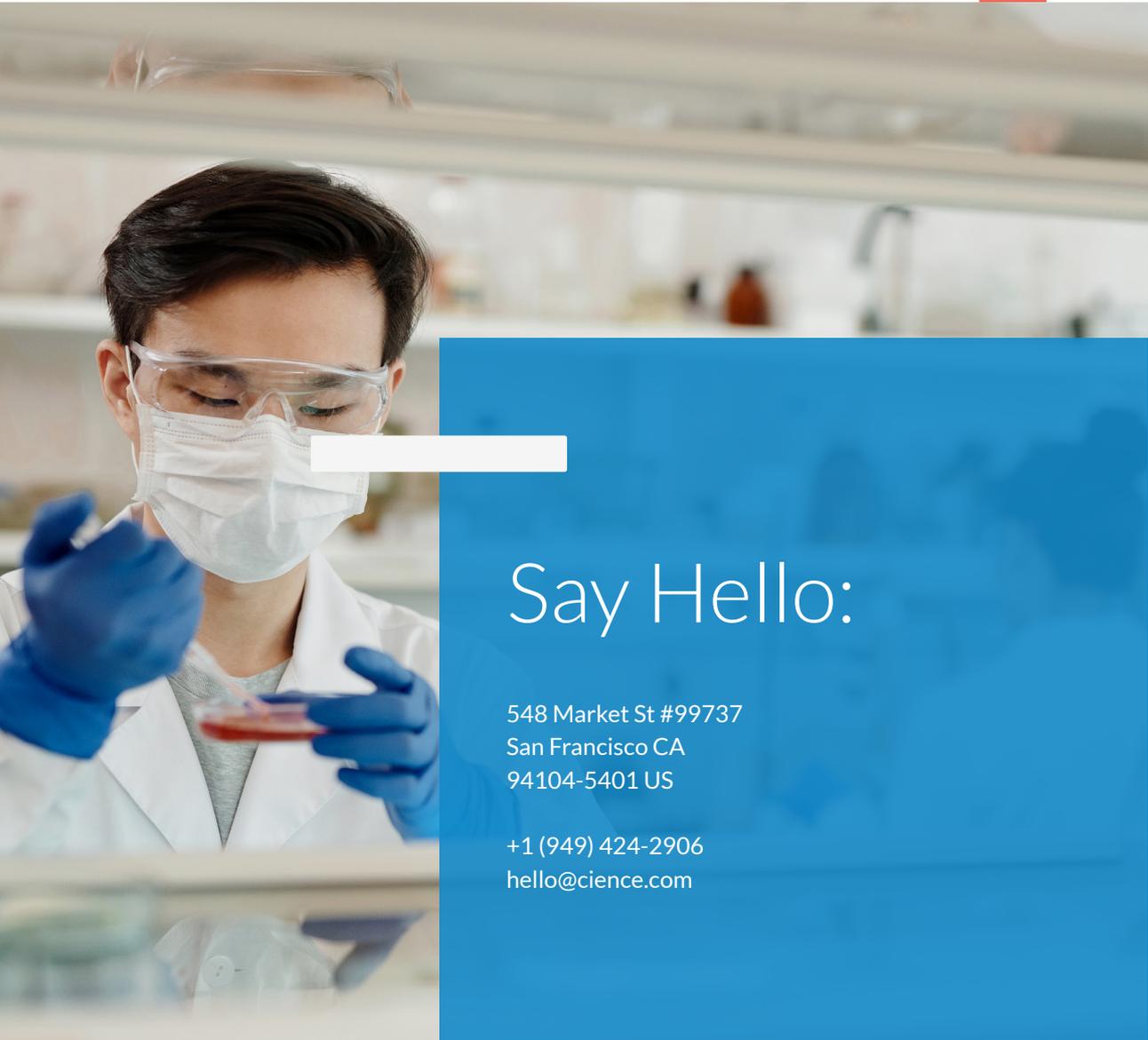


CIENCE's Evaluation	
OVERALL SCORE	★★★★☆
SCHEDULING	★★★★☆
COST	★★★☆☆
QUALITY	★★★★☆
NPS	★★★★☆





CIENCE



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