



Sales Development Case Study

PREPARED BY CIENCE TECHNOLOGIES, INC





About eLearning Brothers

eLearning Brothers' mission is to create eLearning awesomeness. Their clients become rock stars when they subscribe to the most amazing eLearning Template Library on the planet. The Template Library can help them build content that is engaging, interactive, and inspiring. They offer games, interactions, layouts, scenarios, navigation players, characters, and more.

eLearning Brothers also specializes in custom-designed eLearning that delights their customers with deeply immersive and visually explosive eLearning experiences! They help companies create online learning twice as fast, and make it twice as effective and more engaging for your learners. Their team has developed eLearning templates and courses for major Fortune 500 companies, and won a number of industry awards, including a Brandon Hall award.



Christie Calahan

Director of Marketing

Industry

E-learning

Website

elearningbrothers.com

Challenges and Scope

ICP: C-Levels, VPs, Instructional Developers and Designers at SMBs, newer Fortune 500 companies in the Medical, Healthcare, and Manufacturing industries.

Product: Templatized immersive eLearning experiences.

CIENCE Technologies coordinates the lead generation efforts for eLearning Brothers. After researching appropriate industries and clients, they conduct orchestrated outbound marketing campaigns.

Why CIENCE

“If you need to outsource, CIENCE is a good choice.” – Christie Calahan, Director of Marketing

eLearning Brothers sought out CIENCE to help with telemarketing and outbound marketing efforts to supplement their inbound efforts. They were looking for “Sales assessments, appointment setting, new business, refining marketing messaging as well as prospecting,” says Enrico Lamberti, Director of Sales.

The partnership began in May 2019. CIENCE conducted research and delivered lead lists for approval to eLearning Brothers based on their ICP. After eLearning Brothers selected the exact accounts they wanted to penetrate, CIENCE orchestrated and conducted outbound marketing campaigns including email templates, social media outreach, and cold-calling scripts.

RESULTS

The partnership yielded positive results for eLearning Brothers almost immediately. Enrico Lamberti, Director of Sales, relates that CIENCE is, “*extremely organized, had a system in place to plug us right into. Weekly meetings and progress reports. Detailed analytics.*”





Christie Calahan, Director of Marketing, says, “the account management team is extremely professional, and their reporting capabilities are outstanding. They also do a great job on landing page design and graphics.”

eLearning Brothers and CIENCE honed and refined their strategy and messaging to focus and optimize outbound campaigns. After only a few months of outreach, Calahan said, “we hired CIENCE for appointment setting, and now they generate up to 1/3 of our demos a month.”

CIENCE’s Evaluation

| | | |
|---------------|--|-----------|
| Overall Score | | ★ ★ ★ ★ ★ |
| Scheduling | | ★ ★ ★ ★ ★ |
| Cost | | ★ ★ ★ ★ ★ |
| Quality | | ★ ★ ★ ★ ★ |
| NPS | | ★ ★ ★ ★ ★ |



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