



OWN
THE
ROOM

Sales Development Case Study

PREPARED BY CIENCE TECHNOLOGIES, INC



CIENCE



About Own The Room

Own The Room is a training company like no other. They bring a uniquely experiential approach to learning & development; using their highly interactive and innovative methodology, their expert Coaches keep participants so energized and entertained that participants may not even realize they're at training. Whether training virtually or in-person, trainees are armed with real-life knowledge and skills they can apply immediately.

Since founding in 2011, Own The Room has partnered with more than 200 companies in 46 countries and 7 languages, empowering individuals and teams with the breakthrough skills they need to drive progress, increase efficiency, and improve collaboration – all while boosting their bottom line.



Emma McVeary

Associate Marketing
Manager

Industry

Professional Training &
Coaching

Website

owntheroom.com

Challenges and Scope

ICP: Pharmaceutical, Consumer Packaged Goods, Telecommunications, Financial Services, Professional Services focused on Advertising & Consulting, Consumer Electronics.

Product: Unique, experiential, professional training, and coaching. CIENCE Technologies coordinates the lead generation efforts for Own The Room. After researching appropriate industries and clients, they conduct orchestrated outbound marketing campaigns.

Why CIENCE

“They are quick with problem-solving and continue to offer suggestions until we are satisfied.” – Lisa Reissman, Senior Inside Sales Manager at Own the Room.

Own The Room sought an outsourced lead generation agency and partnered with CIENCE in March 2019. CIENCE conducted research and delivered lead lists for approval to Own The Room based on their ideal customer profile. Own The Room identified the accounts they wanted to penetrate and CIENCE developed orchestrated, multi-channel outbound marketing campaigns to qualify leads and set meetings.

They collaborated together to optimize the messaging before outreach commenced. *“The team at CIENCE is flexible, attentive, and extremely organized. They are willing to do whatever it takes to achieve our goals,”* says Lisa Reissman. And Emma McVeary, Associate Marketing Manager at Own The Room says, *“the team at CIENCE is clearly passionate about helping us achieve our goals.”*

RESULTS

From the outset, Own The Room realized positive results.

“CIENCE reached our target goal in a 3-month trial,” says Lisa Reissman, Senior Inside Sales Manager.

CIENCE set appointments at a rate that Own The Room did not expect. *“CIENCE is providing Outbound services at a volume that our team could not handle,”* says Reissman. *“The benefit is allowing our sales team access to new companies and help generate new business in our pipeline.”*

CIENCE’s Evaluation

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



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