

Sales Development Case Study

PREPARED BY CIENCE TECHNOLOGIES, INC





About Yamaha Unified Communications

Audio and video conferencing solutions from Yamaha, streamline collaboration, and boost productivity wherever people need to speak openly, share freely, and create exceptional things.

Yamaha's considered approach to building enterprise-grade microphone systems, conference phones, and video sound bars ensures exceptional audio quality, ease of connectivity, and flexibility for meetings across the table or across the globe.

Wired and wireless options complement today's nuanced and hectic business systems. With core tenets of simplicity, clarity, and efficiency, Yamaha brings to unified communications a passion for sound and performance that has been creating excitement and inspiration for more than 130 years.



Greg Mack

Director of North American Sales

Industry

Telecommunications

Website

yamaha.io/2WIUfu5

Challenges and Scope

ICP: Enterprise and Fortune level companies in New York, New Jersey, Pennsylvania and New England.

Product: Speakers, Microphone Systems, Video Collaboration Tools, Speakerphones, and Accessories.

CIENCE Technologies coordinates the lead generation efforts for Yamaha Unified Communications. After researching appropriate industries and clients, they conduct cold marketing campaigns.

Why CIENCE

“Their in-depth analysis was extremely beneficial for our team.” – Greg Mack, Director of North American Sales.

Yamaha was looking for a firm to help them qualify potential leads from webinars and trade shows that they attend. These events generate thousands of contacts so Yamaha sought out CIENCE to capitalize on those leads and drive ROI beginning in April 2018.

CIENCE conducted research and orchestrated outbound outreach for Yamaha, including cold emails and phone calls. *“Their team qualified leads from our events and forwarded potential customers to our internal sales representatives,”* says Greg Mack.

Mack recalls, *“Many different questions came up as they were contacting leads, and whenever they were unsure how to respond, they engaged us right away. They were also quick to let us know about leads that we needed to contact.”*

RESULTS

Yamaha and CIENCE engaged in weekly video calls to discuss the results. Statistics and trends were shared, including the number of prospects contacted and the types of responses received. *"I was impressed by their ability to break down their outreach process,"* says Greg Mack, Director of North American Sales. *"Also, they always seemed eager to learn more about our business and our end users."*

Yamaha was able to capitalize on the lead generation and outreach efforts that CIENCE conducted, particularly from pre-event and post-event campaigns.

"CIENCE Technologies freed up our sales representatives to focus on communicating with qualified leads," says Mack. *"Using their leads, we've been able to connect with a variety of individuals and companies to create business opportunities."*

CIENCE's Evaluation

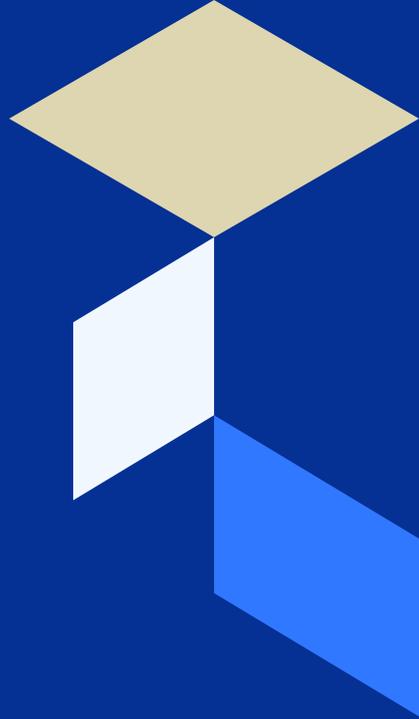
Overall Score | ★ ★ ★ ★ ★

Scheduling | ★ ★ ★ ★ ★

Cost | ★ ★ ★ ★ ★

Quality | ★ ★ ★ ★ ★

NPS | ★ ★ ★ ★ ★



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