

# Case Study



## Executing a strategic outsourced sales campaign to drive consistent intake opportunities

Teesside University Business School (TUBS) is an industry-facing business school with a rich and deeply embedded culture of innovation and enterprise.

### The Challenge

The prospect group which durhamlane approached was limited geographically due to the requirement to travel to campus.

Given such a finite target market and in combination with a very difficult business climate during the pandemic, the importance of a sensitive approach and demonstrating empathy whilst also speaking with authority on the subject matter was further magnified, particularly given the prospects that we contacted were business and departmental leaders.



## The Solution

To take advantage of the four different continuous intake opportunities throughout the year, we developed a strategic outbound employer engagement campaign that focuses on the long-term. This meant performing three days of delivery per week, with an emphasis on relationship building and nurturing for our delivery team.

When a university chooses to outsource, one common reservation is how their brand will be represented by their sales partner. With strength of reputation in the region absolutely critical for any university, we were delighted to learn prospects that progressed to opportunities for the TUBS had complimented the approach of our delivery team.

Due to the success of the initial engagement and the strength of the relationship that has developed between our two organisations, we have since expanded our scope of work to include the School of Computing, Engineering & Digital Technologies.

## The Outcome for Teesside University Business School:

608%

Return on Investment

96 

Sales Qualified Opportunities

£656K

Revenue Generated

210 

Days Worked on Project

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“durhamlane have become a valued partner to Teesside University Business School. Their impressive team works in a highly professional manner, is always transparent on progress and works seamlessly with University staff to achieve our employer engagement aims.”

- Carl Thom, Business Relationships Manager