

# Case Study |

## Deploying a multilingual demand generation team to generate highly qualified sales leads in Europe.

Sodexo Group is the global leader in integrated services that improve quality of life, an essential factor in individual and organisational performance.

### The Challenge

Sodexo's European offering serves various industry segments (Corporate Services, Healthcare, Education, etc.) for which they offer three core activities. Coupled with the need for multilingual capabilities, a thorough upskilling process was implemented to ensure the durhamlane inside sales team had the knowledge and tools needed to represent Sodexo's brand effectively.

Our unique 'Selling at a Higher Level' framework helped onboard our SDRs to the different segments within Sodexo, creating a 'one team, one approach' ethos between our organisations.

### The Solution

Due to the complexities of the European market, durhamlane was selected as Sodexo's demand generation partner due to our experience of building profitable sales pipelines across territories in multiple languages quickly.



Our multilingual 'plug and play' outsourced sales and marketing solutions allowed Sodexo's Field Sales Directors to begin engaging segments across Europe, removing the complexity of liaising with multiple in-country sales teams at once.

We collaborated with Sodexo's marketing function and executed an omni-channel strategy to engage with prospects in FTSE 250 companies. Acting as an extension of the Sodexo team, our SDRs continue to deliver a consistent stream of highly qualified leads whilst our client simultaneously builds out their own inside sales team in Portugal.

Through this ongoing collaboration, great relationships have been forged between our SDRs and their field sales teams that continue to build and work better together as true sales partners.

## The Outcome for Sodexo:

868 

Sales Accepted  
Leads (SAL)

291 

Sales Accepted  
Opportunities (SAO)

€200M

Total Estimated  
Pipeline Value

€13M+

Revenue  
Won



2 Years 10 Months  
Length of Partnership



21 Average Opportunities  
Per Month



33  
Closed-Won



“At Sodexo, we rely on durhamlane as our sales partner in EMEA. Their attention to detail, effort and willingness to leave no stone unturned in order to deliver service of the highest quality enables durhamlane to stand out in the lead generation marketplace. I've used a dozen firms for outside source sales and marketing and durhamlane is easily in the top one or two. The quality of people and attention to details is beyond what we expected. For a company, as large as we are, to be very satisfied means they've worked hard to get it right.”

- Ryan Bott, Worldwide VP of Inside Sales & Enablement