

# Case Study | trail

**Providing front-end sales for Trail in the Hospitality & Leisure sectors to generate £125K monthly recurring revenue (MRR)**

## The Challenge

Trail is a tech start up in the hospitality and leisure industry. It's a simple app that keeps track of food safety and operational tasks for food and drink businesses. It streamlines the working day, resulting in safer businesses and more productive teams. Trail's primary focus is multi-site restaurants, pubs & bars. Like many businesses that supply these industries, Trail felt the effects of COVID-19. At the same time, the pandemic made their safety and efficiency functions more crucial than ever. Determined to maintain their sales functions with maximum efficiency, Trail approached durhamlane for support. Their aim was to achieve 30% domestic market share, with wider ambitions to grow their presence in other territories and new verticals in the future.

## Our Solution

durhamlane specialise in functioning as an extension of our clients' sales & marketing teams. As such, we worked in tandem with Trail's in-house sales and marketing people, aligning our front end sales function with their ongoing campaigns in order to qualify leads and set up demos. As well as qualifying leads generated by Trail's in-house activity, our team were also able to generate leads through social selling cold outreach tactics. After achieving early success with Trail's primary audience of small- and medium-sized hospitality and leisure organisations, the durhamlane team were able to widen the scope and begin targeting enterprise accounts.



## The outcome for Trail:

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22 

Months worked on project

14 

Average opps per month

310 

Qualified Opportunities

£685k

Total estimated  
value (MRR)

£1.5k+

Average MRR deal  
values

£125k

Monthly recurring  
revenue

- ✓ Target market:  
Midmarket QSRs with 4+ sites
- ✓ Decision-maker:  
Operations Director/Manager



“Our partnership with durhamlane has been great from the start. They've been agile and really bought into our brand, messaging and culture. We love that they love Trail, and I know they're not just saying it. They value the product just as much as we do. Signed MRR is now back to pre-covid levels and durhamlane prove a vital part of our optimised, multi-channel approach to sales as we move onwards and upwards.”

- Michael Radley, Head of Sales