

Case Study



Supporting ADLINK's transition to an inside sales model through strategic outsourced sales.

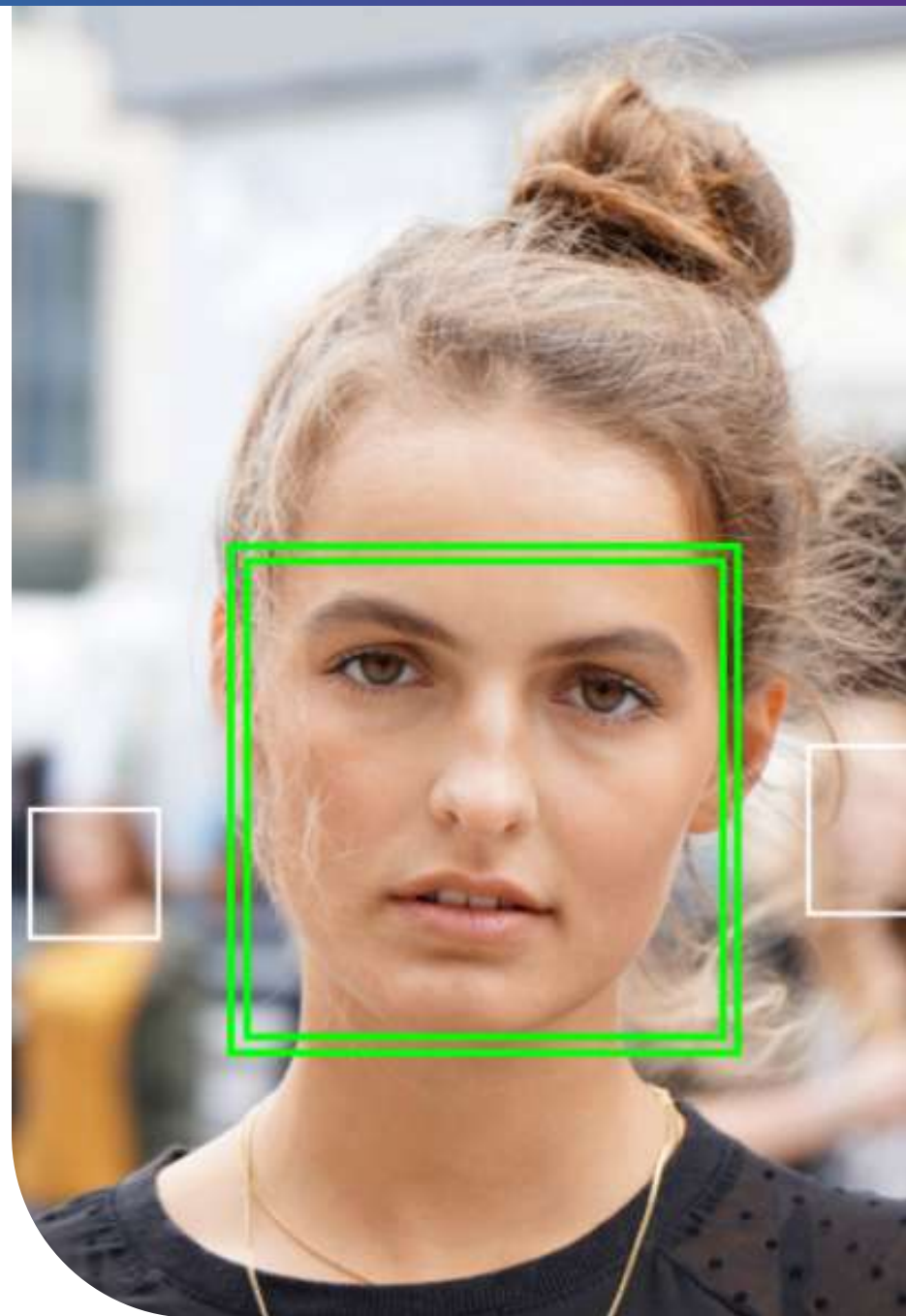
ADLINK Technology Inc designs and manufactures embedded computing applications. The business commits to effecting positive change by connecting people, places and things with AI via leading edge solutions.

The Challenge

With their sales team largely focused on events and closing business, little time was spent on generating new leads, which made growth difficult. Realising that the time was ripe for investment in digital marketing and inside sales activity, ADLINK approached durhamlane for help.

Our Solution

To support their transition to an inside sales model, we developed a proof of concept for ADLINK. Our approach involved running a series of outbound test engagements with fresh tactics and new messaging which directly addressed the concerns of ADLINK's target prospects. With a positive outcome to our initial tests, we secured a longer-term contract, targeting food & beverage, logistics, FMCG and warehousing industries.



The outcome for Adlink:

55 

Days worked on project

22 

Qualified opportunities

\$370k

Total estimated pipeline value

3-5 

Days per week resource level

1-2 

Average Quality Opportunities per week

Successful Markets:



Food & Beverage



Fast-Moving Consumer Goods



Logistics



Warehousing