

Case Study

Deloitte. *Propel*

Launching a strategic sales campaign to rapidly scale Propel and gain intelligence in the SME market.

The Challenge

In order to quickly generate profitable revenue in the SME market while gaining valuable market insight, it was imperative for Propel to launch and scale rapidly. Without the internal resource to make an effective direct sales approach to the SME market, in 2018 Deloitte selected durhamlane as a strategic outsourced sales partner.

Our Solution

To create quality business opportunities, deliver insight on the SME market and scale resource with flexibility, durhamlane ran a 60-day proof of concept alongside another outsourced provider. Our dedicated inside sales resource devised strategic sales campaigns using our proven 'Selling at a Higher Level' methodology. With our focus on SME tech companies, we sought to rapidly build Deloitte's market share.

On the back of this, we were also asked to deliver LinkedIn training to their leadership team, and are now also managing their organic LinkedIn content.



The outcome for Deloitte:

530 

Qualified Opportunities

32 

Closed-won opportunities

250k

Closed-won revenue

1 

Opportunity
per day

138 

Opportunities
in Pipeline

12 

Month retainer

 Selling at a Higher Level Methodology



The team at durhamlane are excellent to work with, their approach to business development is refreshing and extremely complimentary to our support for ambitious and fast-growth startups and SMEs

- Mark Doleman, Partner, Propel