

Case Study



Providing an experienced sales partner to generate consistent enterprise-level opportunities.

Konica Minolta Business Solutions is a recognised leader in managed print services and production print technologies and solutions. They provide comprehensive IT and consultancy services, supporting business process improvement, workflow automation, IT infrastructure and security.

The Challenge

Lacking the inside sales resource to focus on lead generation, Konica Minolta required an experienced sales partner to generate enterprise level opportunities alongside their in-house team.

Our Solution

After a comprehensive introduction to our team and processes, Konica Minolta chose durhamlane above another potential lead generation partner. The key markets we selected included enterprise, automotive, catering and energy companies across England and Scotland. Our strategy comprised targeted prospecting of UK organisations with 700+ employees to maximise qualified opportunities.



The outcome for Konica Minolta:

125 

Days worked on project

47 

Qualified opportunities

€9M




Total estimated pipeline value

10 

Days per week resource level



Target territories:

-  Scotland
-  Northern England
-  Southern England

Targeted Markets:

Enterprise



Energy



Automotive



Catering