

Case Study



Building a strategic outsourced sales campaign to rapidly build PwC's market share.

One of the world's leading professional services networks, PwC is a household name. With a global reputation for helping clients create value, PwC offers assurance, tax and advisory services.

The Challenge

To remain agile in a fast-moving market, they identified the need for an additional arm to the business: a flexible legal resource. This is a unique, new service to enable businesses of all sizes, across all sectors, to meet their specific legal requirements. Without the internal resources to scale sales of this new resource, PwC came to durhamlane for help.

Our Solution

To quickly and effectively launch PwC's new legal service, we developed a strategic outsourced sales campaign to penetrate and rapidly build market share. We targeted best-fit businesses from independent firms to large corporates across the finance, insurance and banking sectors.






The outcome for PwC:

120 

Days worked on project

54 

Qualified opportunities

-  Sales Training Workshops
-  Selling at a Higher Level Methodology
-  Built-up prospecting database

Successful Sectors:



Finance



Insurance



Banking



“We're very impressed with durhamlane's expertise in sales – they were the obvious choice to help launch our new flexible legal resourcing service and have delivered exceptional results”

- Anne-Marie Botha, Chief Operating Officer