

# What makes the 'durhamlane difference'?

## In-House Sales & Marketing

	<b>Time-consuming campaign setup</b>
	<b>Primary emphasis on closed-won deals</b>
	<b>Select areas of focus</b>
	<b>Churn rate risk</b>
	<b>Industry-specific skillset</b>
	<b>Resources dependent on budget</b>
	<b>Time-consuming upskilling &amp; limitations on skills of resources</b>
	<b>Purpose-built systems</b>

## Outsourced Sales & Marketing

	<b>Speed to market</b>
	<b>Activity determined by agreed KPIs</b>
	<b>New market capabilities</b>
	<b>Assured scalability</b>
	<b>Wide industry experience</b>
	<b>Access to data &amp; insights</b>
	<b>Time-efficient upskilling</b>
	<b>Additional salestech &amp; martech</b>

## Co-Sourcing - what makes durhamlane different

	<b>Accelerated Activation</b> There are all manner of complications which can hinder the launch of new sales & marketing activity. This is why we create a tailored, rapid setup process for every client, ensuring campaigns are up and running and delivering outcomes as soon as possible.
	<b>Aligned with your ambitions</b> Whether it's front-end or end-to-end, we support you and your business with scalable teams to plug any and all gaps in your sales & marketing functions, maximising revenue growth.
	<b>Low-risk PoC</b> Entering a new market has risks, and in-house sales teams only have so much time on their hands. With our collaborative approach and multilingual teams, we enable businesses to test new markets while remaining focused on current initiatives, without risking damage to their brand.
	<b>We grow with you</b> As a Best Companies-accredited employer, we guarantee a stable, agile and scalable solution to your team-building needs. As your growth accelerates, we cover the hiring and training requirements to provide ultimate cost-effectiveness.
	<b>Multi-skilled, multi-experienced people</b> Even if your focus is super-targeted, support from a specialist partner can make a world of difference. We work with you to understand where our expertise aligns with yours, then add fresh ideas and insights supported by proven success to ensure the best possible results.
	<b>Shared resources</b> We combine our own, vast resources with your own to maximise outreach. This includes enhancing net new business wins, re-invigorating your cold leads and deep-diving to identify key industries and personas.
	<b>Flex to your demands</b> We have our own expert sales & marketing coaches, so our people go from competent to expert in no time at all. In addition, we work with you to absorb knowledge during the initial setup so nothing gets missed.
	<b>Powerful tech stack</b> We provide complimentary access to our extensive tech resources in order to meet the evolving needs of modern customers. On top of that, we can integrate with your existing systems to ensure seamless co-sourced campaigns.