

Case Study | BELDEN

Supporting a leading industrial manufacturing enterprise with its transition to solution-selling

Belden, a leading global supplier of network infrastructure and digitization solutions, is on transformation journey to reposition itself as a solutions provider. After a successful round of acquisitions and the nomination of a new CEO, the company aimed to become more influential over the customer journey and enhance in-house operational performance.

The Problem

Historically, Belden relied on inbound motions, catalogue selling and channel partners to grow their customer base. However, today's market dynamics and evolving customer expectations require a shift towards a proactive and consultative approach to sales.

To complement its traditional selling model, the company introduced a comprehensive assessment process to gain insights into prospects' systems and challenges and offer recommendations on improving them. These small-size consultancy-type deals are quick to close and lead to signing larger supply and implementation contracts.





Yet, the company was not ready to shift to the solution-selling approach required by this strategy, which involves identifying best-fit prospects within target organisations, conducting introductory calls, and understanding their needs and pain points.

The Solution

To help them kickstart their transformation, durhamlane deployed 4 full-time Sales Development Representatives across the US and EU regions. Leveraging LinkedIn Sales Navigator and other data analysis tools, the team performed persona-based searches to identify best-fit prospects in Belden's target markets.

Rather than promoting specific products, the team engaged in meaningful conversations about the prospects' energy efficiency and automation goals. This customer-centric approach allowed them to understand their pain points, identify areas for improvement, build relationships and, where needed, nurture immature leads.

Following up on highly qualified opportunities, Belden's solutions account managers can now concentrate on developing fully customised solutions for the challenges identified during the assessment process.

The Outcome for Belden:

Since September 2022, the first 10 months of our partnership created 86 SQLs across the US and EU.

This resulted in an estimated sales pipeline of £400k across consultancy and implementation deals, of which approximately £20k have already translated to revenue.

Objectives:



Identify best-fit prospects and engage in meaningful conversations



Gather insights, qualify leads and build relationships



Nurture immature leads and consistently move them through the sales funnel



4 Full Time Sales Resource



86 Sales Qualified Leads

£20k

Closed-Won Deals

£300k

Total Estimated Pipeline Value



“The durhamlane team was able to supplement Belden’s efforts with dedicated business development professionals able to execute the difficult tasks involved with prospecting. This helped create a pipeline of prospects ready for a conversation and allowed our sales team members to focus their time where it mattered most - interacting with and educating potential customers on our transformational solutions.”

- Kim Spiegel, Sr. Director, Americas & EMEA Marketing