



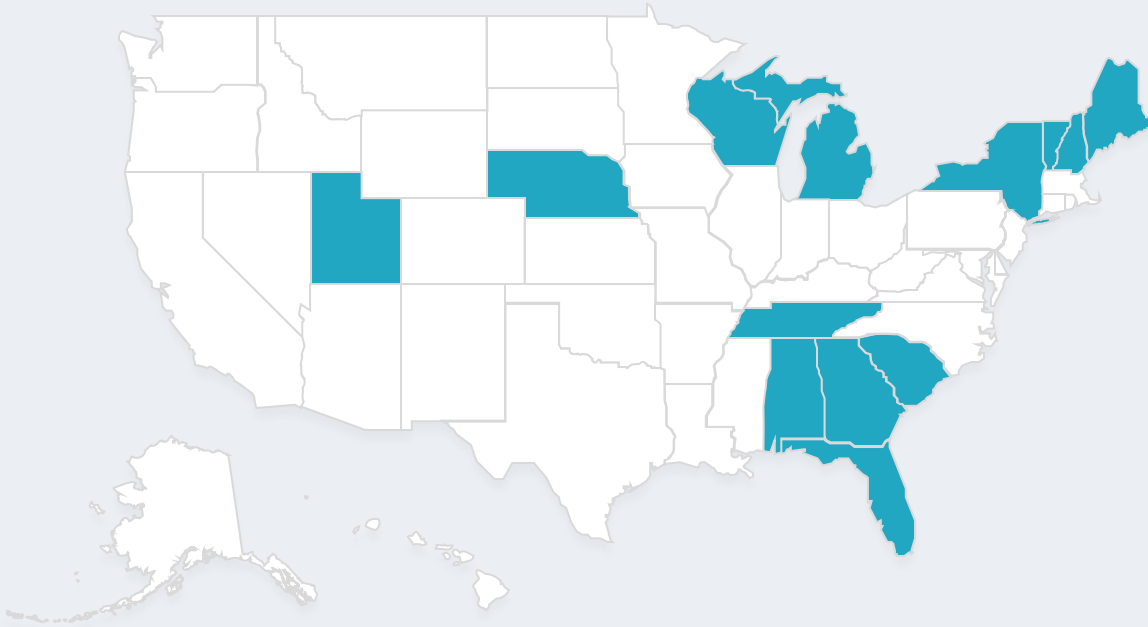
Lead generation

# Wiring success for Fluke Corporation

## How consultancy can transform sales

Developing marketing to sales conversion and a sustainable pipeline for manufacturing giant, Fluke Corporation.





The Fluke Corporation brand has a reputation for quality, safety and ease of use. That's why their test, measurement and diagnostic equipment has become mission critical in service and manufacturing industries around the world.

Despite gaining 100-200 MQLs per month, their existing team didn't have the capacity to grow their North America territory and qualify their leads, which is why Fluke turned to durhamlane to supercharge their sales function.



**Business size:**  
Mid market



**Industry:**  
Manufacturing

Our team became a pivotal point of contact between these opportunities and the sales managers – not only nurturing great relationships and conversions to close, but also embedding themselves into Fluke Corporation's processes along the way.

It was thanks to this quick establishment of trust that we were able to begin unleashing our imagination into the messaging, automation and creative output during our six-month tenure.



**Target Pipeline Value:**  
\$560,000



**Target SQLs:**  
24



**Timeline:**  
6 Months

Introduction

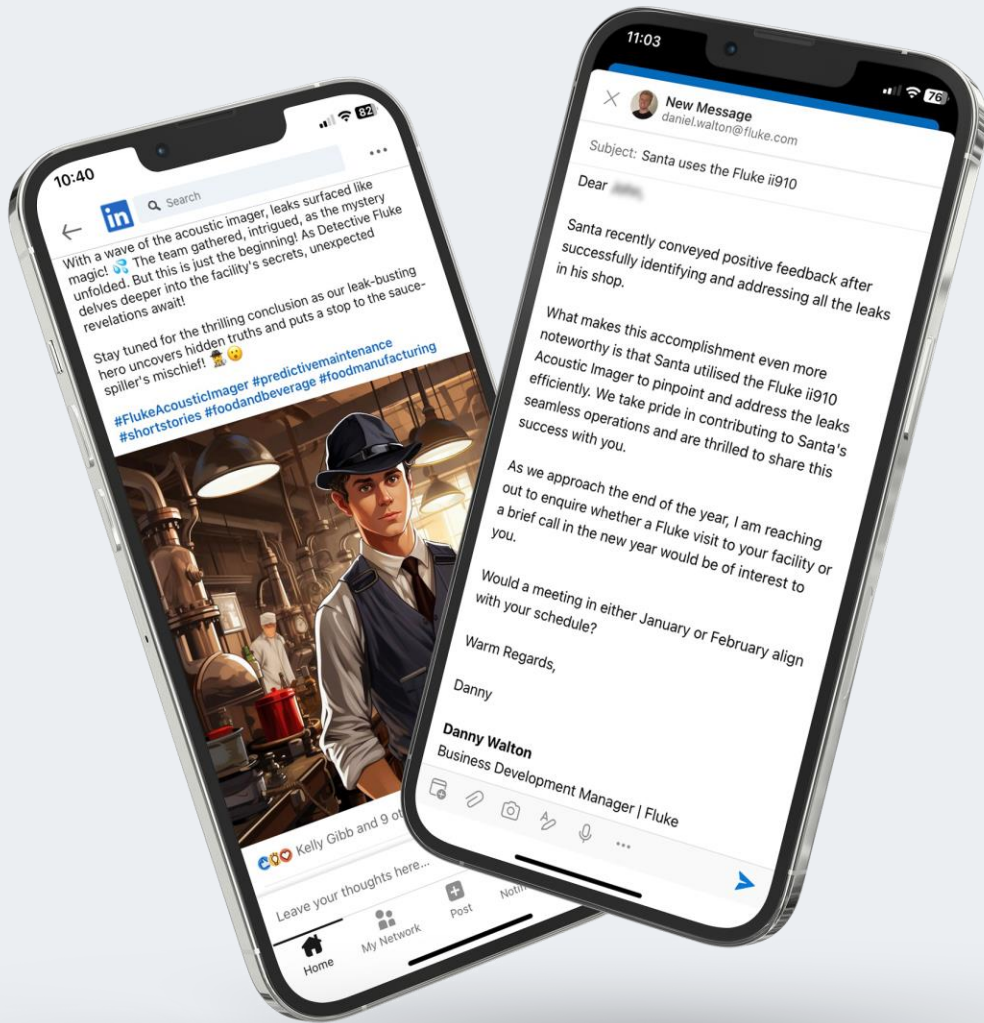
Opportunity

Showcase

Outcomes

Testimonial





During the first month we reached out to new prospects, but quickly found a treasure trove.

Hundreds of contacts that had gone into a black area of untapped potential, with little or no understanding of how they got there.

Luckily, qualifying leads is our speciality. With a refreshingly open and honest approach, we reached out to these contacts and reignited conversations, and the results speak for themselves.

See how we did



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### What we've achieved so far:



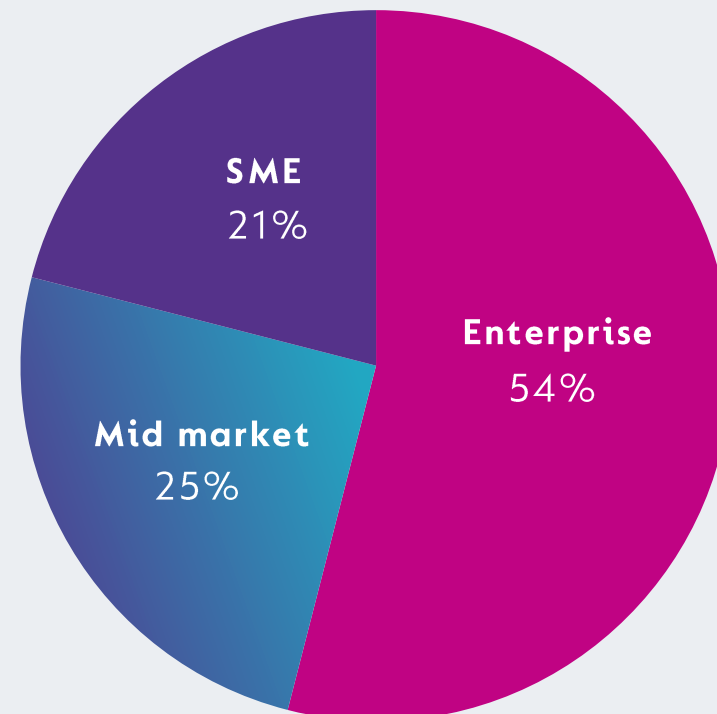
48

Doubled the SQL target

**\$18.3: \$1**

Estimated pipeline creation  
(each dollar invested to date)

### OPPORTUNITY SIZES



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**Bill Cantieri****District Sales Manager, Fluke Corporation**

“durhamlane has done a great job for my team in helping get ii910 demo’s set up. This had led to multiple opportunities where they helped close business. These were customers who had said no to us in the past and he was able to get a meeting set up and the customer saw the benefits of the Fluke products.”

Customers we’ve sold to on behalf of Fluke:



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