



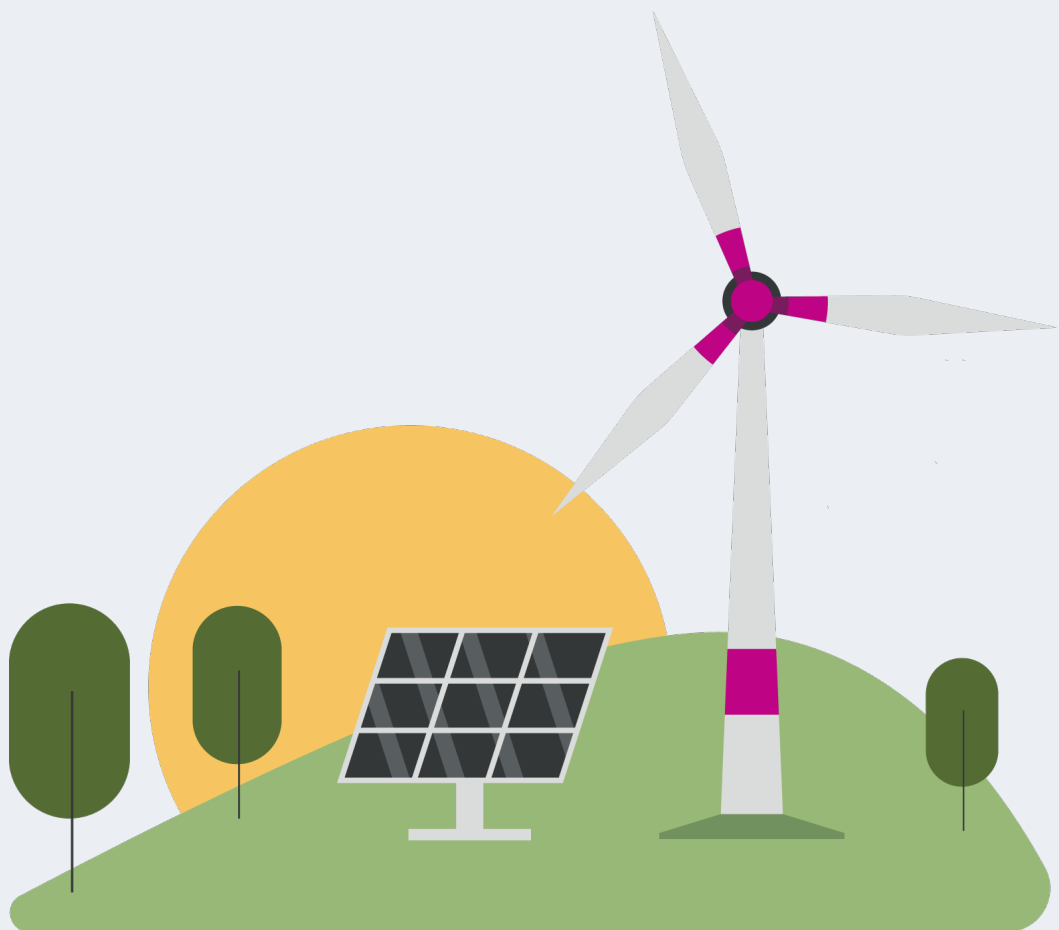
Sales outsourcing

Net Zero Heroes

The consultative approach to sales in a price-driven market

When the world goes left, you turn right. This is how we helped Centrica Business Solutions navigate the turbulent energy market to grow its sales pipeline.





The UK energy sector has thrown decision-makers into turbulence, making it a challenge to generate new leads and grow a strong pipeline. In the face of rising costs and sustainability expectations, there became a clear need for providers to become consultants, which is how we helped Centrica Business Solutions capture a sizeable market share.

We quickly identified an opportunity to target enterprises with an average annual use between 0.5 and 30 GWh or more.



Business size:
Enterprise



Industry:
Utilities

Introduction

Statistics

Testimonial

This challenge required a leader with proven experience in the utility sector. Armed with daily reports of market price, a dedicated outbound team, and a goal to distinguish Centrica Business Solutions from competitors, our team adopted a data-driven approach complemented by valuable advice from our industry specialists. The process involved constant optimisation, as we kept a close eye on metrics to expand opportunities in successful sectors and support direct consumer relationships.

By developing educational content and engaging in conversations with business leaders, we captured further insights such as renewal dates, and engaged prospects with advice on how they can adapt to the decarbonisation agenda. Despite challenging market conditions, and prices increasing by almost triple during the project, we successfully hit all KPIs.

Target Sectors



Metal
Production



Education



Manufacturing



Mining



Hospitality



Full-Time Resources:
4



Launched:
June 2021

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Lorraine Goode
Outsourcing Relationship Manager, Centrica

“durhamlane presented to us exactly what we needed, agile project delivery and complete transparency in a very challenging period for the energy market. Given the volatile market, we wanted to really understand the businesses of our customers and prospects to explore the challenges they were facing, and ultimately help us find ways to support them. We worked closely with the durhamlane team right from the start and achieved great results that have helped shape our sales strategy going forwards.”

What we've achieved so far:



398

Sales qualified leads



95

Closed won opportunities



24%

Conversion rate



165 GWh

Consumption



197%

ROI against gross margin

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