



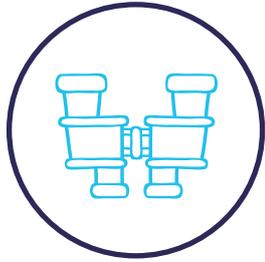
# Inside Sales Hub Brochure





**“Hire character, train skills.”**

- Peter Schultz



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## About Authors



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Phil is a senior recruitment specialist, with almost a decade of experience in building high performing teams across UK, Europe, Australia and North America. He leads the sales graduate recruitment and executive search teams at leading growth acceleration consultancy, durhamlane.

As one of the architects of the proven 'Talent at a Higher Level' methodology, Phil is an expert on devising and executing highly successful sales recruitment and headhunting strategies.



### Luke Robinson

Sales Performance Trainer

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Luke is a Sales Trainer and presenter, experienced business development professional and sales performance coach.

Specialising in sales motivation and helping all levels of sales professionals to spend their time where they can be most successful.



# About durhamlane

**Put simply, durhamlane is a demand generation specialist. We help businesses achieve their sales objectives through a range of services - outsourcing, recruitment and training.**

Because durhamlane is a company built by salespeople, we have a thorough understanding of what makes a good sales candidate. We also know how to effectively mentor sales professionals and give them all the skills and knowledge they need to succeed.

By combining our expertise across graduate sales recruitment and sales training, we help businesses shoot for the stars by building high-performing sales teams from the ground up.

So whether you are looking increase demand in your services by buying, building or a combination of both, durhamlane is brilliantly placed to be your long-term, strategic sales partner.





# *Does your SaaS company need sales recruitment & training?*

## **Not sure if sales recruitment and training is right for your business?**

If any of the below statements seem relevant to you, the durhamlane SDR Hub package is definitely something you should consider.

- "I need to find salespeople who I can rely on to deliver results."
- "I need to scale quickly and I'm struggling to build a reliable, high-performing sales team."
- "I don't have the time to find and train a high-performing sales team myself."
- "We need to ensure our sales teams have the skills to deliver at speed."
- "We need to work on effective selling sales techniques."
- "My sales team to be more agile and adapt to rapidly changing market conditions."
- "My new salespeople need tailored sales training courses and coaching."
- "I need salespeople who won't shy away from cold calling."



# Building a High-Performing SaaS Sales Team



## Finding the right people

Finding the best talent can be extremely difficult, especially in the SaaS sector. This is why having the capability to spot, screen and successfully hire these future sales superstars is can give SaaS companies a huge competitive edge.

Getting sales recruitment right is crucially important for business growth, but so often it fails. There's nothing more frustrating than wasting £1,000s - £10,000s on hiring salespeople who don't perform. This is why durhamlane is offering graduate sales recruitment to SaaS companies as a free, complimentary service.



## Training to provide skills, motivation and value

Finding great salespeople is one thing, but retaining them through high-impact training and sales coaching is the key difference-maker in generating long-term value for your business. In fact, research shows high-performing organisations are twice as likely to provide ongoing sales training compared to lower-performing businesses.

Not only is regular training and coaching key to building your sales team's performance; it's also an important factor in making your salespeople feel motivated and valued. Considering the average sales turnover rate is 34%, with 10% of organisations experiencing rates over 55%, building a loyal, happy team can have a massive impact on your SaaS sales success.



# Our Process

## SaaS Sales Graduate Recruitment

Using our proven sales recruitment expertise, durhamlane will find the best sales professional(s) for your business.

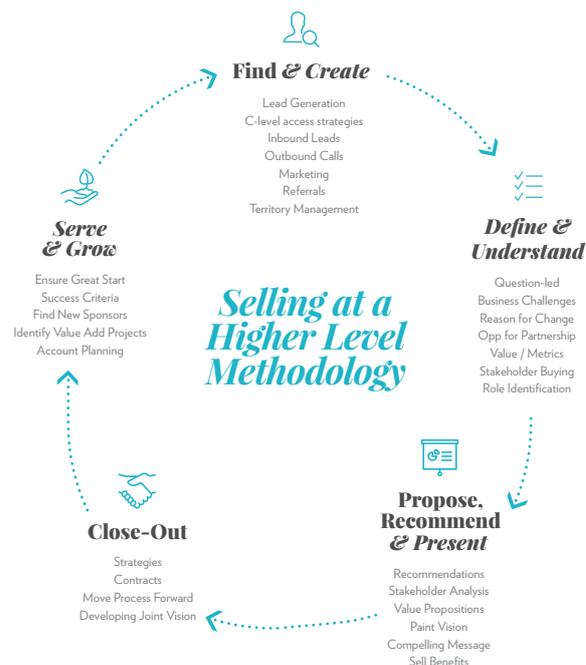
## 'SaaHL for SaaS' Sales Training Subscription

Once we have found you the right candidate(s), they are provided with a subscription onto our 'SaaHL for SaaS' Training Programme for a 12 month period from start date.

Available 24x7, our Inside Sales Hub subscription provides each participant with online access to our proven 'Selling at a Higher Level' methodology, tools, techniques, frameworks and materials.

We help them reach performance quickly via formal (virtual) monthly sales coaching delivered by a durhamlane Sales Performance Coach. They can learn from experts via our live monthly webinars & podcasts and attend in person quarterly Masterclass Workshop sessions. We will even review one of their calls every month and provide powerful feedback and advice on how to improve performance.

Our Inside Sales Hub is designed to provide support and guidance whilst minimising time away from the job. It also provides an opportunity for your team to meet other sales executives, share experiences and learn from others.





# Frequently asked questions

- How is this different from standard recruitment and training services?**

We're supersizing our training provision and removing the upfront fees that are usually associated with recruitment. So, your people get more sales development support and you pay over a 12-month period via a small monthly subscription.
- What if I want to recruit but don't want the training element?**

We believe 12-month access to our SDR Sales Hub will provide your new hires with the best possible chance of being successful. Our SaaHL methodology, training, tools and frameworks have helped 1000s of sales professionals achieve greater than average results.

However, we understand organisations have their own programmes, methodologies and approaches. If sales training isn't something you're interested in then we can agree a standalone recruitment fee instead. Please speak to one of our Recruitment Consultants on +44 (0)191 488 3800 for more details.
- Can I purchase access to your Sales Hub for my current staff?**

Yes, of course. Access to our Sales Hub is available on a 12-month subscription. Please speak to one of our Sales Performance Consultants to discuss in detail on +44 (0)191 488 3800.
- What happens if my sales exec leaves?**

We offer a no quibble 3-month replacement. If your sales professional(s) leave your company within 3 months of starting, we will stop their subscription and recruit for you again. The replacement you select will be enrolled on a new 12-month subscription.

If your sales professional(s) leave your company between months 4 and 12, their remaining Sales Hub subscription can either be paid off or transferred to another team member within your organisation.
- Is there a minimum number of hires for this offer?**

No. Our goals are to help organisations of all sizes increase their sales and help salespeople pro-actively progress in their sales careers.
- What is a selection day?**

If you're looking to hire 5 or more salespeople, we recommend a private Selection Day, which durhamlane can fully organise for you. Please speak to one of our Recruitment Consultants on +44 (0)191 488 3800 for more details.



# SaaS SDR Hub Package





"I wanted to extend a personal thank you to the durhamlane team and to acknowledge the excellent service and approach we've had through this process to date, it's been an absolute pleasure. We've learnt a lot but the interpretation of the brief and the sourcing has been of a really high calibre- as such the experience has been a great exchange for the candidates and the teams on the other side of the process."

Lindi Teate  
Corporate Services Director



"I would recommend durhamlane because they did what they said they'd do and they've put the effort into understanding our business. And that reflects in the way they approach training, in the way they recruit for us and in the way they generate leads for us - because they've become part of our team."

David Stonehouse  
CEO



"durhamlane helped us develop a consistent approach to selling, changing the mindset of the team and helping them qualify higher quality leads. They really understood our business, which meant the quality of the candidates they sent to us meant we saved a lot of time and effort."

Nick Longden  
Sales Director



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