



The Challenge

TSG is one of the UK's leading IT organisations that delivers robust IT solutions, provides proactive IT support and deploys cutting-edge technology that can transform businesses.

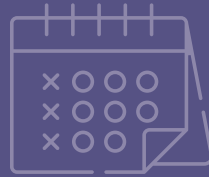
TSG approached durhamlane in 2015 with the challenge of improving its sales methodology and process having grown rapidly through acquisition. Whilst the training was successful, it was clear they needed external assistance to help improve lead generation efforts.

How We Helped:

After proving the value of our 'Selling at a Higher Level' methodology, TSG asked durhamlane to help bolster and compliment the sales team's efforts via our outsourced business development.

In a two year partnership, durhamlane have generated a qualified pipeline of more than £2.5million and a closed won figure of £1.67m (So far) through lead generation and appointment setting.

Data provided to us by TSG



24
Months
Engagement



1.21
Average
Opportunities
Per Week

Resource Level



3
Days Per Week



Average Qualified
Opportunity Value
Total Generated
£21K



Qualified
Opportunity Value
2.5 Million

Most Successful Markets:



Microsoft Office



Microsoft NAV



IT Support



Housing



"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

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