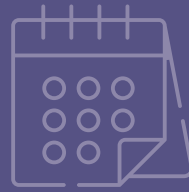


The Challenge

Clarity Informatics had launched a new product aimed at the NHS and needed a go-to-market partner to help them rapidly build market share. They were looking to target GP practices and CCGs. However, these stakeholders are notoriously difficult to get in front of, especially given recent political and economic factors. Clarity's ambitions to scale quickly therefore posed some serious challenges.

How We Helped

Using our Selling at a Higher Level methodology, which has a proven track record of helping customers penetrate new markets and grab market share quickly, durhamlane were able to identify the relevant decision makers, generate and nurture new opportunities and set up meetings and production demonstrations. This meant the Clarity team could focus on what they do best - showcasing their product to interested potential buyers. As a result of partnering with durhamlane, Clarity has seen an ROI of over 400%.



29
Months



154
Opportunities



Average deal size is around £26k



Return on Investment



1 Sales Graduate trained for 6 months



Average Opps 5.3 Per Month

Targeting NHS Organisations Including:



Federations



Clinical Commissioning Groups (CCGs)



GP Practices



"I would recommend durhamlane because of the quality of service they put in, specifically how much time they invest into understanding the products and services that we are selling."

- Tim Sewart, CEO of Clarity