

Deloitte. *Propel*

The Challenge

In 2016, Deloitte launched a real-time accounting and analytics service, Propel. Part of Deloitte's Ventures scheme, Propel provide a codified solution aimed at start-ups and fast-growth SMEs contrary to Deloitte's traditional offering aimed at Enterprise.

Propel needed to launch and scale quickly in the SME market, the goal to generate profitable revenue whilst gaining insight on the SME market. The challenge faced by Deloitte and the Propel team was in the difference in approach required to be successful in the SME market and Deloitte did not have the internal resource to effectively make a direct sales approach to the SME market.

As such Deloitte chose to procure the services of a strategic outsourced sales resource partner, who were able to create strong new business opportunities, gain insight on the SME marketplace and scale resource with flexibility.

How We Helped

In November 2018, Deloitte engaged durhamlane & another outsourced provider to each run a 60 day Proof-of-Concept; durhamlane quickly stood up dedicated inside sales resource to deliver strategic sales campaigns to penetrate and rapidly build market share with small to medium sized Tech companies using our proven Selling at a Higher Level methodology.

Operating seamlessly as an extension of the Deloitte Propel team, durhamlane generated such high-quality outputs and insight that following the POC durhamlane, were chosen to be the sole strategic sales partner on a 12-month engagement. The project has since renewed on an ongoing basis.

