

CASE STUDY



incisivemedia



flume
Sales changed

“Shaping
a strong and
successful sales
culture”

“COMPLETELY DIFFERENT TO OTHER TRAINERS OUT THERE”



Stuart McLean
HR Director
Incisive Media

Flume and Incisive Media collaborate to shape a sales culture for the digital era

Stuart McLean, HR Director at Incisive Media, reveals how Flume's strategic and analytical approach to training has helped shape a successful and sustainable sales culture.

Incisive Media is a leading player in the digital business information market. Established in 1994, the firm possess a world-class portfolio of B2B brands and headline industry events. Twice winners of the Association of Online Publishers 'Digital Publisher of the Year' award, Incisive Media employs over 750 people across London, New York and Hong Kong.

Key to its continued success is a commitment to embracing new ways of thinking and ensuring staff are always equipped to respond to technological and industry change. This philosophy to keep evolving is why Incisive Media's London sales team opted to work with Flume when looking to forge a new approach to training its sales staff and making sure they excel in today's ultra-competitive market.

Adapting to an ever-changing landscape

Few industries have been as dramatically altered by the rise of digital as publishing. A focus on real-time information and bespoke delivery across multiple formats and devices has transformed the sector.

"Clients have become far more discerning and are under greater pressure to justify a return on their marketing and advertising investments," explains Stuart McLean, HR Director at Incisive Media. **"There's absolutely no room to hide and an ever more sophisticated sales approach is required to succeed."**

Keen to commission external training from people that understood the modern sales landscape and had a strong background in media and events sales, Flume's reputation for a strategic and analytical approach made them a standout option.

"Flume came with genuine industry credibility," says Stuart. "They had worked with big names in the sector, so we knew they had the experience. What's more, they didn't just understand the market, they understood our company too."

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A sustainable change in approach

Flume set about formulating training that would positively and permanently change beliefs and behaviours - helping to build not just successful short-term sales results, but an ongoing culture of success.

"As well as giving our sales team insight into new ways of thinking, it was vital that there was a follow up and continued analysis to reinforce learnings," says Stuart. "We wanted to crystallise our sales culture and ensure all staff held the same reference points, values and knowledge of best practice across the board.

"As soon as we met with Flume we knew we could collaborate with them to bring that about. **They offer something that's completely different to other trainers out there.**"

“EXCEPTIONAL AND SUSTAINABLE RESULTS”



Practical real-life learning

Flume believe people learn best when they understand ‘why’ they do something, rather than just by being told to do it. By grasping the reasoning behind actions, individuals build positive habits, get a better handle on client needs and are empowered to make the right choices every time. Flume embed themselves in clients’ day-to-day operations, allowing first-hand observation of progress whilst being in the position to provide ongoing consultation.

“From the start it was decided that Flume would be a regular fixture in the office,” explains Stuart. **“Our staff responded to their energy and enthusiasm and after a short while they felt like an integral part of the team.”**

“Flume continually worked with the sales managers to ensure they owned the new approaches they were being taught - establishing the benchmarks of what a good salesperson looks like and giving them the skills to analyse their performances and build on results over time.”

A critical element in Flume’s approach is learning through live situations, rather than theoretical examples. By establishing a genuine rapport, Flume’s trainers were trusted by the Incisive Media team to consult on real issues they faced.

“Flume sat down with our managers and worked on client challenges together,” says Stuart. “The team got to witness how Flume’s strategic approach didn’t just work in the classroom, but also worked on the sales floor - where it matters most.”

Building on success

Incisive Media’s collaboration with Flume has seen a marked boost in the results and performances of its sales team. But as well as helping improve the figures, there have been other impressive outcomes.

“Apart from the impact with sales, we’ve seen almost zero staff turnover in sales in the past year,” explains Stuart. “It can be tough keeping a successful team together and the fact we’ve managed that is a reflection of the culture we’ve built here.

“Flume have been fundamental in shaping a strong and successful sales culture, creating a climate that recognises and rewards success whilst building genuine team spirit and togetherness.

Such has been the measurable impact of the first training project, Incisive Media has since commissioned Flume to work with other divisions within the company.”

“Flume are all about the bigger picture and doing things differently,” says Stuart. “What we did with Flume was a significant change in how we had previously worked. It showed that by partnering with a sales training business that takes a long-term and highly analytical approach to staff development, you can produce exceptional and sustainable results.”

About Flume

Flume provide sales training, coaching and consultancy to clients in the media & events industry in the UK. If, like Incisive Media, you think we can help your business address its sales challenges and make an impact on its teams and revenues, we would love to hear from you. To find out more, see the contact details on the next page.

CAN WE HELP IMPROVE YOUR RESULTS?



GET IN TOUCH

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To start the conversation or book a consultation, please contact:

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MEET THE FLUME TEAM



Raoul Monks

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Raoul's passion is sales. His goal is to enable sales teams and commercial leaders to thrive in today's media and events market.

He is the founder and director of Flume with a decade of experience in training and coaching sales teams within the media and events industry.



Joe Wilkins

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Joe is committed to delivering outstanding results to clients and is an expert in tailoring and embedding learning within sales teams to produce outstanding results.

He has more than six years experience training, coaching and managing sales teams in the media and events industry.



Richard Myles

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Richard's core motivation is to ensure Flume's clients receive a first class service at all times. He helps clients drive change within their organisations - holding key stakeholders to task to make the greatest impact on results.

He has over twenty years' experience heading-up sales teams in media and events and leads the day-to-day running of the business.