

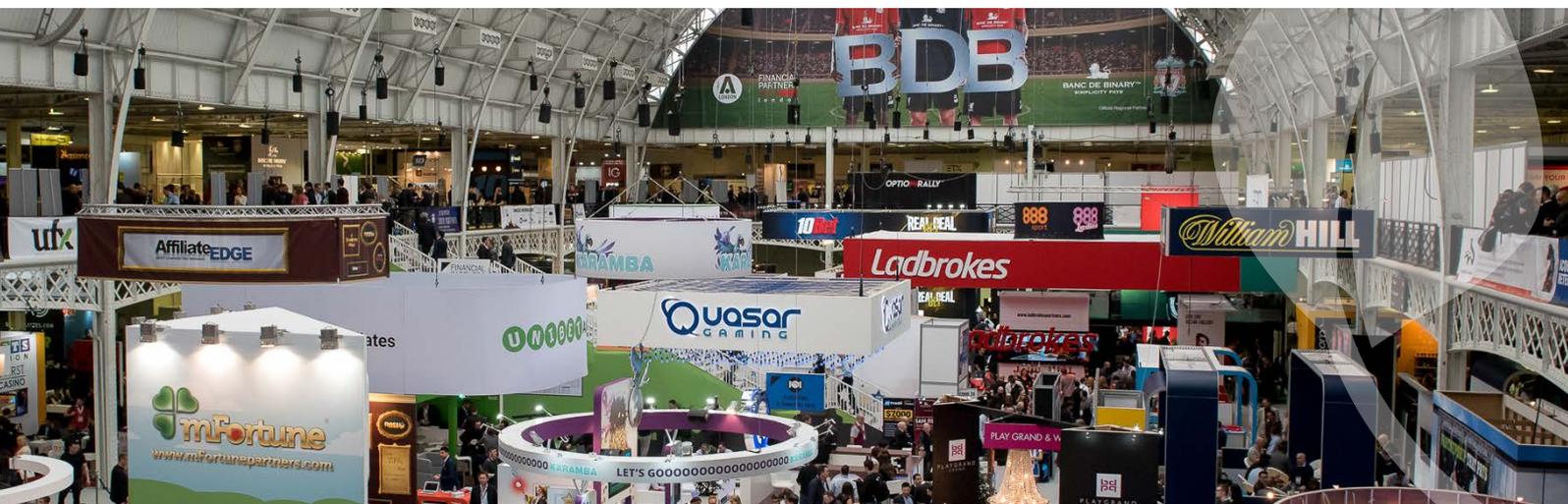
CASE STUDY



"A modern approach to driving event revenues"



“IMPRESSIVE SHORT AND LONG-TERM OUTCOMES”



Flume's sales training ensures Clarion Gaming needn't gamble on event success

Alex Pratt of Clarion Gaming opens up on how Flume helped his sales team boost event revenue by building stronger, two-way relationships with clients

Clarion Events can trace its roots back to 1947. As well as being one of the oldest independent event organisers in the UK, the company has developed an internationally respected portfolio of brands across a number of global vertical industries.

Specialists in publishing, subscription services and digital products, its gaming division, Clarion Gaming, facilitates the largest gaming technology exhibition in the world and its events attract more than 30,000 participants annually.

Despite continued success and growth both home and abroad, Clarion Gaming refuses to rest on its laurels. In 2016, looking to refine its approach to sales and tap into the very latest industry best practice, it turned to Flume for intensive, result focused bespoke training.

Here, Alex Pratt, Managing Director of iGaming Business, talks of how Flume helped forge a new sales culture and further strengthened client relationships.



Alex Pratt, MD at iGaming Business

What industry changes have you seen in recent years that facilitated the need for a new sales approach?

Over the past decade our clients have seen increased competition develop in the marketplace. As a result, our established customers are being far more cautious with their budgets.

Additionally, there have been large numbers of new entrants into the gaming industry from other sectors such as broadcasting.

These new players often require a different sales approach, so we need to ensure we interact with them in the most impactful way to drive results.

What measureable results did you see from working with Flume?

Flume drilled home the message that in today's market people require a genuine understanding of the audience and how they buy - allowing our team to effectively act as consultants, not just sales people.

Flume shaped our approach so that first and foremost it was about having educated, high-level conversations with our clients. Our sales team soon saw the benefits of advising and educating customers rather than just pushing products on them. Our sales process became much more about leading a conversation and giving something back rather than just saying “this product is the best”.

Why Flume?

Flume was highly recommended by an industry colleague who had been impressed by both the short and long-term outcomes of working with them.

Key to Flume's appeal for me was its reputation for delivering training specifically built for your organisation and then following up to ensure it becomes a central part of everything you do. They lived up to that reputation.

From how our team sell right through to how our managers recruit, plan and organise, Flume's influence can be seen in our daily actions.



"IMMEDIATE AND ONGOING REVENUE UPLIFT"

Have you been able to identify clear results from working with Flume?

Absolutely. There are plenty of examples of revenue uplift that are directly attributable to Flume's training. **What was exciting for the team is that we not only saw immediate results while Flume were still working with us, but those results continued to keep coming after the training finished.**

In one case, we saw a client double their spend as a result of us have a much deeper understanding of our clients' needs and helping them co-create a recommendation that really worked.

But while sales were important, my priority was changing the attitude and culture of our team and creating a two way dialogue with clients. We've achieved that objective while also getting great numbers.

Events are a core part of Clarion Gaming's business, how did Flume help boost your event revenue?

A constant problem with events is all clients want to have what they see as the most prominent stand or spot at a conference. Often, if these are gone they won't want what they see as second best. In the past, if a client said 'no' we'd often move on and ring the next one.

But thanks to Flume we have learnt new ways to reposition the clients thinking, enabling us to deliver tailored packages or sponsorship options that will still deliver the right outcomes.

The clients appreciate this creative problem solving and we often get an increased spend as a result, so everyone benefits.

How did Flume ensure the training became embedded in your organisation?

The team at Flume were in constant conversation with our sales staff and management between training sessions, checking in on progress and ensuring we were putting theory into practice. And just as Flume encouraged a two-way dialogue with our clients, they built a genuine relationship with us too.

They were also more than happy to offer advice on real-world challenges our staff were facing, effectively acting as consultants as well as trainers. Another important factor was that Flume trained the whole team from managers to sales staff. Our sales staff specialise in a range of products and services, often selling very different things. Flume's training was tailored carefully for each job role.

By involving all levels of our team it helped us function as a whole unit and move with one purpose. Everyone understood what everyone was trying to do and that 'buy in' is why we are seeing long-term results.

What impact did the training have on managers, who may not be as involved in the direct sales process?

Flume did a lot of homework on us before they even held a single session with us. That attention to detail continued throughout the training, Flume constantly asked for feedback and set tasks for the team - so they could keep refining the training, ensuring it had maximum impact and relevance.

The training gave managers a real insight into the skills, education and abilities needed for modern sales, which is quite different to traditional sales requirements. This has helped our management team rethink how they strategise and what they need to do to effectively support the sales team and garner results.

It's also influenced how management thinks about hiring and training, meaning we are better placed to employ the right people to succeed.

What would you say to others about working with Flume?

Flume changes your culture and how you sell. Their team can move you to the next level and ensure you keep on top of best practice, keep growing and keep bringing in the numbers.

“ The training quickly pays for itself. We are already planning to work with Flume again as we've been so impressed by the results. ”



CAN WE HELP IMPROVE YOUR RESULTS?



GET IN TOUCH

Flume provide sales training, coaching and consultancy to clients in the media & events industry in the UK. If, like Clarion Events, 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 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 Flumewith 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.