



“We’ve optimised our sales engine with Flume, measuring the people training ROI all the way to the bottom line.”



Susan Combrinck, Head of Sales Enablement, Clarion Events

CLARION EVENTS STATS

Live Events, Publishing and Digital Services

2500+ employees

Revenue: £350m



If you are looking for ideas to increase your sales revenue, contact us.

flumetraining.com
info@flumetraining.com
+44 (0)207 459 4166

SOCIAL:

/flumetraining

@flumetraining

/company/flume-training

CHALLENGE

“Clarion recently took the steps to turbocharge and refresh its marketing approach, focusing on customer centricity to drive new customers to our shows using digital technology. We needed a **unified sales approach** across the company so our sales people could understand what their customers needed and how to be their most effective **to maximise revenue** from this new initiative.”

SOLUTION

“Measuring a tangible outcome to training became our focus and **Flume were the only business comfortable with measuring direct ROI on their output**. They matched specific people with relevant content to drive pre-agreed KPIs, embedding change through bespoke management training and creating a best in class induction programme for us.”

RESULT

“We have seen **double digit performance increases in our sales velocity** from everyone who has attended the training with Flume and now have rollout for our successful UK model to a waiting global business.”

33% growth in sales velocity YOY

17% increase in revenue per head YOY