



“Over a sixteen month period, there was a triple digit increase in our digital revenue across the board.”



Fergus Gregory, Head of Marketing Services, Informa

INFORMA STATS

Business Intelligence

6500 employees

Revenue: £1.1billion



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

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CHALLENGE

“Our challenge was to **build a sales team capable of changing our clients’ mindset** and approach regarding digital marketing. We wanted our sales team to help our clients build a stronger marketing mix, experience new digital opportunities, and maximise their ROI.”

SOLUTION

“Flume listened to our challenges and goals and helped us **create a vision for our sales training**. They developed strong relationships with our team and **aligned the solution to our culture**. It was a long-term approach with training, coaching and continuous feedback. At every stage they brought in new ideas, research and data that added real value.”

RESULT

“On the sales floor we saw a **dramatic improvement in the team’s performance**. Flume ensured our sales team developed the skills to confidently sell digital. Now our clients perceive us as experts and trust us to help them succeed.”

300% increase in digital revenues

“Significant ROI”