



# Case Study

## Driving sales with an expanding portfolio



“With such high impact initially we now use Flume across the organisation with similar results.”



James Swift, Director of Talent Development, Leyton

### ABOUT LEYTON

Leyton is an international consulting firm that helps businesses leverage financial incentives to accelerate their growth and achieve long lasting performance.




 300 employees

 £36m turnover



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

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

 /flumetraining  
 @flumetraining  
 /company/flume-training

### CHALLENGE

“When we approached Flume we were going through huge change as a business. As a high-growth and high-change organisation, we have a growing team. We are always hiring new salespeople and **we needed to upskill the whole team as quickly as possible**. At the same time, the whole organisation was going from a single-service to a multi-service sales process so we had to really quickly reskill our existing sales operation to represent our new suite of services. **Flume have enabled us to do just this.**”

### SOLUTION

“Flume’s solutions fundamentally changed how we approached our meetings. The techniques have been super-easy to implement, and the **Flume sales methodology is now fully embedded into how we operate as a sales function.**”

### RESULT

“When we embedded the methodology into our client meeting structure and framework, it changed how we engage with our customers. That enabled our team to make the move to a multi-solution sale process. **We saw an immediate 5% improvement in the generation of cross-sell opportunities.**

Flume’s work with us not only supports our sales function but also acts as a driver for the management and L & D teams. This effects real change in capability when our salespeople are ‘in the field’.”

**£500k** additional revenue in the first month

**10%** increase in Average Order Value