



FLUME
SALES TRAINING



We think differently

As behaviour change experts, we think differently. We have all been sales leaders and we understand the frustrations of traditional sales training. We know that learning must be designed to drive new behaviours and instil successful habits that will last a lifetime. So we built Flume for sales leaders. It's built to empower every sales rep to fulfil their potential and consistently smash their targets. Our sales training programmes give sales teams the tools for sustained, long-term success, and proven, measurable results.

Here is why we are different:

TRADITIONAL SALES TRAINING	FLUME SALES TRAINING
A quick shot-in-the-arm solution	<ul style="list-style-type: none">✓ Delivery over a sustained amount of time allowing for 4 weeks per module, to build on our four-part <i>learn – reinforce – coach</i> embed process.✓ Content available 24/7 if you use our platform learning system.
Too much information crammed into one session	<ul style="list-style-type: none">✓ Content delivered in bitesize chunks, ideal for recall, and to work around busy calendars at learners' convenience. Bitesize learning creates 50% more engagement.
87% of sales training is forgotten as it's not reinforced or coached	<ul style="list-style-type: none">✓ Learners have opportunities to practice and reinforce their learnings and skills over time – and we'll offer live coaching to celebrate wins, coach around improvement areas, and showcase best practice. Learners retain information, and apply it in real world situations.
Coaching and practice left to sales managers	<ul style="list-style-type: none">✓ Coaching, practice and reinforcement built into the training. We also support sales leaders to embed a coaching culture within the team. Our learning sticks.
Focus is on the seller and their product, and delivered from their point of view.	<ul style="list-style-type: none">✓ The only reason a rep should sell in one way or another is if it makes it easier for the buyer to say yes to the purchase. Flume training is buyer-centric. We deliver everything from the buyer's perspective to help the rep to assess their own approach and buy in to the most powerful approaches. This makes it easier for the buyer to commit to purchase.



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Hard to measure	<ul style="list-style-type: none"> ✓ We work with your sales leadership to set KPIs in the discovery period to ensure results are quantifiable and can prove ROI.
Restricted to in-person training	<ul style="list-style-type: none"> ✓ Blended learning works far better for learners. At Flume, we empower every rep. We deliver learning through a tailored combination of powerful and highly memorable experiences via in-person, remote and platform powered training. This is particularly relevant for global teams or teams with a hybrid work model. It also cuts costs.
Shares information in one format, usually via a presentation	<ul style="list-style-type: none"> ✓ Our training is delivered in a variety of ways to ensure engagement with all learning styles. This makes our content sticky, drives engagement and ensures the content is relevant – and fun.
Only relevant for sales teams	<ul style="list-style-type: none"> ✓ Our buyer-centric approach is relevant for every customer-facing employee. We take into account the individual experience, needs and strengths of each rep. We work with sales leadership, SDRs, account managers and business development teams. Your whole team will be upskilled and empowered.
One size fits all approach	<ul style="list-style-type: none"> ✓ Every organisation has unique teams and training needs, so our training programmes are bespoke and customisable, every single time. This ensures we can meet your specific learning objectives and outcomes.
Sales teams lack engagement or are reluctant to learn	<ul style="list-style-type: none"> ✓ We work with sales leadership to ensure co-creation of content to guarantee relevancy. We also drive buy-in right from the start of the process, and of course the bitesize learning allows sales teams to consume content at their convenience
Client does the heavy lifting	<ul style="list-style-type: none"> ✓ We have a project management and a customer success team who will be involved with your project from day 1. <ul style="list-style-type: none"> Project Management Team <ul style="list-style-type: none"> • Create a project schedule for the team • Work alongside you to manage the project and help keep it on track • Drive engagement • Identify project risks and help you overcome them • Collate and share attendee feedback • Issue end of course certification Customer Success Team <ul style="list-style-type: none"> • Ensure pre-course objectives are met • Understand client needs as the course progresses and offer agile solutions to any changes • Futureproof your team’s needs by identifying and offering the right onward training