

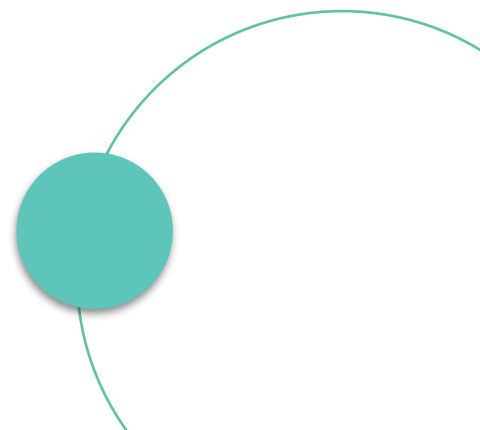
How
Focusing On
Communication
Can Grow Your
Bottom Line.

“... not your traditional sales training. It is far more fundamental and powerful. It’s about excellence in human engagement and how learning to communicate better is the key to being good at anything, especially influencing others ... I can highly recommend In Flow, we continue to reap the rewards of working with them.”

**Vyara Dimitrova,
Regional Head, FocusVision**



 **FocusVision**





During the summer of 2017 In Flow was invited to collaborate with international market research company FocusVision to help unlock the potential of their international sales' teams.

Our Client... FocusVision is the global leader in qualitative and quantitative market research. It offers best-in-class video solutions for IDIs and focus groups, web and mobile based software for diaries and ethnographic research, and the most advanced survey programming and reporting tools. For 25 years its innovative solutions have enabled researchers to get close to consumers, observe their stories, and obtain better insights. With over 350 employees, offices across five continents and the world's largest network of focus group facilities, FocusVision offers a fully integrated solution on a global scale.

Our Plan... Working internationally across multiple sites with members of the key sales teams in a highly competitive market sector, we delivered our Communication Skills Accelerator Programme over a two month period. Across the three modules of IMPACT, INFLUENCE and INSPIRE our aim was to fully engage the sales teams and give them the tools necessary to increase their confidence and personal communication skills with clients, colleagues and suppliers. Our brief was to help the team establish a sound platform from which to build and maintain great relationships, increase productivity and boost sales.

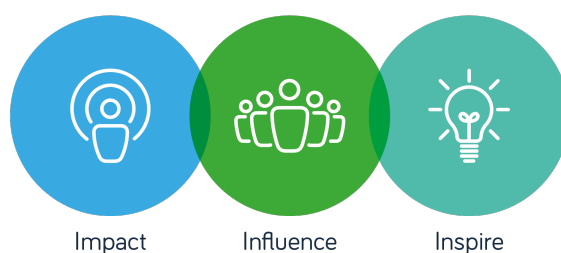


Vyara Dimitrova, Regional Head of FocusVision, talks about the business case for choosing our Communication Skills Accelerator Programme and the impact it had on FocusVision's sales teams, client engagement and relationships.

“ We were looking for a way to introduce and embed more of a learning culture within our international sales teams, and, having worked with Dominic before, I knew that the communication training from In Flow could help unlock their potential.

Internally, we had identified a need to support our sales teams in the improvement of their individual presentational skills for better client perception and engagement. We also found an underlying need for tools to support greater self-confidence in managing client negotiations and expectations. The training had to bring a fresh, practical approach, while at the same time allow our teams to benefit from real personal growth.

Focusing on the Communication Skills Accelerator Programme we worked closely with In Flow to ensure a bespoke approach. With sales teams in the UK and Bulgaria we had specific requirements within the eight-week time frame of planned activities to help ensure our teams became accustomed to on-going learning and received the most from the programme stages.



The first session IMPACT allowed us all to bond the different sales teams in one location. We were also able to gain respect for each other's abilities, trust one another and motivate and inspire each other to up our game with better, more impactful presentational skills.

INFLUENCE had possibly the most profound effect; introducing tools to get under the skin of client situations, work through our own individual abilities and explore communication tools to tackle difficult client situations and, importantly, closing the deal. This was a real step change in approach for all our sales teams and it created an immediate and exciting up lift to our client calls and meetings. The role play specifically was a powerful tool for us. The team at In Flow seemed to be able to read our minds!

INSPIRE drew all the strands together and helped build the self-confidence of our teams. Taking us right back to basics with how to regulate breathing, voice and body for external and internal control and flow, inspiring confidence in ourselves and in others.

The business impact of the Communication Skills Accelerator has been two-fold and includes delivering some very welcome surprises. Our new business development team are much more confident in how they present themselves and in giving that all-important first impression. Our account managers are better prepared to support our clients, deal with tricky issues and build greater rapport. As a result we are seeing our operational metrics rise and targets exceeded: more calls are being made, more meetings booked in, more clients are attending our demos and exhibition stands. The team is being a lot more proactive when it comes to up-selling and since the training we have seen an average of 15% uplift in our contract value. We have also greatly reduced the incidents of client issues and are improving client satisfaction.

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Internally, we have found that In Flow’s training has made the team far more confident and active within the company, illustrated by a more proactive approach to taking on projects and responsibilities. All these positive outcomes will directly correlate to our bottom line, as our sales teams are more actively engaged and engaging!

The word is out within our wider business about the training and we are exploring how we may be able to roll out further training to benefit our other teams. The process has also reminded us how valuable and essential continual professional development of this quality is to the growth and sustainability of our company.

If I was asked to describe the programme I would say it is not your traditional sales training. It is far more fundamental and powerful. It’s about excellence in human engagement and how learning to communicate better is the key to being good at anything, especially influencing others. Recent feedback and referrals received from our clients have underlined their appreciation of how we communicate and work with them. If you are thinking of sales and communication training I can highly recommend In Flow, we continue to reap the rewards of working with them. ”



Great communicators
grow great businesses.

Want to find out how?
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