

TIKON

ADDITIONAL RECOGNITION AND SALES

Tikon Oy is Finland's leading provider of financial management solutions for accountancy firms, medium-sized enterprises, foundations, associations and educational establishments. It has more than 35 years' experience in catering to the needs of Finnish financial management professionals. Among others, 800 Finnish accountancy firms, including the majority of Finland's largest firms, use Tikon every day as a tool to serve almost 80,000 companies. Tikon Oy is part of Accountor Group.

TESTED OPERATING MODEL BRINGS SECURITY TO PARTNER SELECTION

Trainers' House and Tikon have been working together with the goals of ensuring that Tikon uses a systematic sales process and accelerating sales results.

"We have tough growth targets. We are seeking growth from our existing customers and in selected new target groups. By working with Trainers' House, we wanted to accelerate Tikon's customer acquisition and raise awareness of Tikon within target groups," says Sami Solala, Sales Director at Tikon.

"We selected Trainers' House as our partner based on previous good results. Trainers' House's tested operating model was familiar to us, and I knew that they would provide us with a dedicated team. My own inbox was piled high with targets to reach and we also needed to reform our operating method, so it was sensible to outsource part of this work to a good partner. We decided to outsource setting up meetings. This freed up our time so we could get other things done," Solala continues.

A COMBINATION OF DIGITAL TRAINING AND TRADITIONAL TELEPHONE WORK

"We set Trainers' House some tough targets for customer acquisition; we wanted our salespeople's calendars to be full of customer meetings immediately after the summer holidays. This enabled us to ensure that we would reach our autumn sales targets," Solala comments.

To make Tikon's customer strategy a reality, Trainers' House's team prospected potential customers for Tikon and set up meetings for with different target groups. *"We have customers in several different sectors, but we traditionally offer financial management services to accountancy firms. We are the market leader in this area. We wanted to work with Trainers' House to conquer a new target group."*

The collaboration also involved building call stories with Tikon's salespeople. *"The distilled stories were important to our salespeople. We had a moment together to think about what makes us stand out and how we can speak to customers on the phone in a valuable way."*

Alongside customer acquisition, Tikon's salespeople studied modern sales work on Trainers' House's digital sales training programme. *"I was confident beforehand that the training would be good. The digital training programme has proven very helpful for salespeople and sales management. It has been possible to implement training in the form of distinct packages, the training is in plain and clear language and there is more than enough material to support learning - and all of this can be accessed electronically. The training has enabled our salespeople to precisely evaluate their own sales work and obtain proposed solutions to potential bottlenecks."*

HUNDREDS OF MEETINGS AND INFORMATION FROM MORE THAN 2,000 DISCUSSIONS

Trainers' House has arranged 330 meetings with two different target groups for Tikon. The cumulative hit rate for meetings arranged with accountancy firms has been 34% and the hit rate of the new, more challenging target group is 20%.

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"Analysing the phone calls with parties from the new target group was particularly useful for us. Thanks to weekly reporting, we have obtained valuable market data that we did not have before."

The collaboration is due to continue on the condition that the targets are met.

"Trainers' House did what it promised. I do not believe that we would have got this far without outsourcing the arrangement of meetings. I would like to highlight the documented customer data that we have received. Data from a total of 2,305 conversations has helped us to develop a better understanding of the market and our customers."

I would recommend the digital sales training programme to anybody. The content is worth using for purposes such as the company's own internal sales meetings. The package has been built so well that the topics can be divided into themes based on phases in the sales process.

In terms of school grades, I would give our collaboration an A-. There is always something that can be improved, but I would definitely choose Trainers' House as a partner again," Solala says.



**"I WOULD CHOOSE
TRAINERS' HOUSE AS A PARTNER AGAIN**

330 MEETINGS

2,305 CONVERSATIONS
PROVIDING INFORMATION

A- GRADE