

ARILYN

ADDS AUGMENTED REALITY

Arilyn is an augmented reality service for digital communication. Arilyn combines augmented reality, location data and interactive media. Arilyn transforms the physical world into a virtual experience. The actual application is easy to use, fun and free.

SPINE FOR SALES ACTIVITIES

"Trainers' House has scheduled high-quality meetings for us. **We have been sitting in the right meetings and this has provided us directly with sales growth.** The cooperation has given a spine for sales activities; time-savings, sales structure and increased process efficiency. Awareness has also grown with new clients and assignments. The number of inbound contacts has increased during the cooperation", says **Toni Marttila, Sales Director at Arilyn.**

RECOMMENDATIONS PLAY A KEY ROLE IN PARTNER SELECTION

"We wanted to lift our sales to a new level. To achieve this, we had to focus the activities of sales resources. It has been our opinion from day one that with the cooperation, we can increase the quality of our sales and bring a degree of systematicity to our activities. For a small company, increasing awareness is also important.

We surveyed customer acquisition service providers and ultimately chose Trainers' House via recommendations. **We feel that it is Trainers' House who can offer a solution that suits us qualitatively.** Their people are sales-oriented and they have a clear model for what they do," Marttila continues.



MAKE PICTURES ALIVE!

Download Arilyn's application from the app store and view the picture on the next page through it.



FUNCTIONING COOPERATION REQUIRES TRUST

The progress of the cooperation and the results achieved are reviewed regularly.

"It is naturally important to us that when going to the meeting, the salesperson can trust that the meeting has been arranged with a high quality. To my mind, this has been successful. **Trainers' House does exactly what it promises to do.**

Communication works well in both directions. We appreciate the fact that we can be in touch with the team, even quickly, if we wish for changes or find new customers to contact. We also like the fact that we always receive coaching, insights and ideas for modern B2B sales work from Finland and abroad during our shared moments.

I would also recommend Trainers' House as a partner for smaller companies wanting to get more out of sales and add high-quality meetings to their calendars. We have also been able to increase the results and efficiency through this," Marttila praises.

"We have been sitting in the right meetings. This has provided us directly with sales growth."



Toni Marttila
Arilyn

Christoffer Holm
Trainers' House

Janne Mäykkymäki
Trainers' House

