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NAAVA



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NAAVA

FRESHEST MEETINGS OF THE WEEK

Naava belongs together with nature. Naava wants to introduce a positive change to workdays, one working community at a time. The company was established to develop healthier and happier workplaces to change people's day-to-day life in a positive way.

SIGNIFICANT GROWTH IN SALES

"The number of encounters has increased significantly. The **order log has also grown and we have been able to talk to the management of large companies.** So far, about every other meeting has led

to a request for a quote. The quotes relating to meetings booked by Trainers' House have been 10% higher on average than all quotes in 2017 on average. Of the quotes submitted in 2017, approximately one in two have led to closing a deal. So, sales have gone in a positive direction," says **Naava's former sales and marketing director Aslak De Silva.**

FOUR THANKS FOR THE COOPERATION

1. Contact:

"We have been very satisfied with the weekly reporting of Trainers' House on the progress of work. **The reports contain**

valuable market information for the sales management. We can compare the comments in the report with e.g. chat discussions and, if necessary, react quickly to feedback."

2. Opening a new target group:

"We have a strong marketing machine and also book appointments via inbound contacts. However, there are lots of potential companies in Finland, and we have not been able to get to meet the management of large listed companies, for example, with our own efforts. The cooperation accelerates the process and ensures access."

3. Continuous development:

"We like the fact that the cooperation is interactive. We are in active contact with the team and develop and polish the operations together. Most recently, we added background questions to the call to ensure the quality of the meeting and having the right decision-maker involved in the meeting."

4. Genuine interest:

"We feel that we are appreciated and there is interest in us as a client. We appreciate the regular feedback collection of Trainers' House. They not only ask about the results achieved but what Trainers' House could do even better as our partner," De Silva says.

PRIORITISATION OF TIME USE

"Our salespeople's time should be used where it is the most productive; talking at meetings and charming our clients. Therefore, we decided to outsource the laborious calling work. We talked with different parties when choosing the partner. **Trainers' House succeeded in convincing us of the quality of work and that it does not involve risks.** The good references and other service besides new customer acquisition also contributed to the final choice," De Silva continues.

SUCCESS IN A CHALLENGING TARGET GROUP

The target group to be contacted was defined precisely. Companies that consider the well-being of personnel, efficiency of work and working capacity important were emphasised in new customer acquisition.

"From the point of view of reachability, the target group we chose is not the easiest by far. We want meetings with large brands with lots of personnel. These companies are naturally contacted the most as well.

I would definitely recommend Trainers' House to others as well. Pursuing the same outcome alone would have cost us time and money", De Silva concludes.