12x ROI (within 90 days) for Boutique Hospitality Group

"Chilli smashed the original brief. They made it easy to learn a new selling approach – and now we're making it easy for customers to buy from a position of adding value"

Toni Douglas, Group Operations Director

The Challenge

Eden Hotels Collection is a prestigious group of distinctive properties situated in some of the most beautiful corners of England. Each venue offers impeccable standards of service, attention to detail and luxurious accommodation.

Yet even with outstanding qualities, the fierce nature of the hospitality industry and the depth of competition, meant that too many sales conversations were focused on securing the right price, rather than increasing the value for the customer.

Group Training Manager, Rachel said: "We were looking for a provider who would understand the objectives for the business...prescriptive sales training courses wouldn't bring the best out of the individual personalities involved at all our different properties. We didn't want a corporate and faceless approach".

**90 Days
30 Delegates
3 Workshops
Blended Learning**

**12x ROI
10% uplift YOY
= £100k+ sales**

The Process

"The workshops themselves were very clever and well thought out to get the best out of everyone.

"Chilli Pepper showed us things that we could naturally adapt in our own personality, and it felt wonderfully comfortable and safe.

"Chilli Pepper made it easy for us to learn a new approach to selling – and now we're making it easy for customers to buy!"

The Results

- Eden achieved over £100k of additional sales and attributed it directly to the Chilli programme. All WITHIN the 90 day window of programme delivery.

- Sales uplift of 10% Year on Year

- Improved team engagement, cross selling and upselling

"I think that if you've already got a good product all you need is to know is how to make it shine and how to step up a gear to stay ahead of your competition. There is no question I would recommend Chilli"

Tara Robinson, Group Sales Director.