

Hafele UK see an immediate impact of 10% Year on Year growth with Chilli

"In contrast to a lot of other businesses, Chilli dealt with the CV19 difficulty brilliantly while everyone else was telling me they couldn't help, Chilli's attitude was very much what can we do to make this training happen?"

Gareth Bevan, Chief Sales Officer

The Challenge

Hafele UK have had a rigorous Sales Excellence framework in place since 2016. Known as CHASE (Complete Hafele Academy of Sales Excellence) it helps the organisation deliver a differentiated sales approach, based on building professional partnerships with their clients.

In the autumn of 2019 Chief Sales Officer Gareth Bevan began to envision a refresh of the original CHASE programme.

Gareth said: "When I was planning my training budget for 2020 there was no question about inviting Chilli in to tender for the bespoke programme to introduce some new ideas and provide a CHASE refresher".

**10% increase
in call rates
year on year**

The Process

"We required 3 separate training strands targeting management, field sales and outbound sales.

We wanted a focus on our original academy material plus additional content on Sales Value Propositions and relationship building.

"We began the programme in January, with two workshop days for our management team, four for our sales teams and a one-day workshop for our outbound sales team," explained Chief Sales Officer.

Then Covid hit, "I had 60 people working from home - and we figured out it was the perfect opportunity to get them ready for the post pandemic world by going ahead with the training online.

"In a ridiculously short period of time Chilli managed to adapt the three strands of training into 27 virtual webinars. It must have been very difficult but Chilli managed to retain the impact, effectiveness and fun of the training".

The Results

The virtual training experience has improved usage of virtual platforms for sales and leadership activity.

10% increase in call rates year on year after just one session.

Positive uplift in frontline reporting through CRM system.

Influential in the 6% growth tracked at beginning of year.

"All I can say is that you need to meet this guy. Once you've spoken to Pete your training idea will expand, become a real plan and be even more professional than you had imagined.

"We get lots of offers from sales training companies, but we have a training partner in Chilli, they understand our business and our sales training requirements".

- Gareth Bevan,
Chief Sales Officer.

**Management.
Field Sales
And
Outbound Sales**

