

RedSplash

Unearthing and delivering powerful messages that enabled a real breakthrough in sales

Case Study



The glass ceiling

Like so many companies of their size, Sold Out Trainers had established itself as an innovative deliverer of highly effective training with a small blue-chip client base.

Although their existing clients were completely committed to working with the company over the long term, Sold Out Trainers was finding it difficult to break out of the foothold it had established and become a significant player.

Red Splash was asked to make recommendations for a change in the presentation of Sold Out Trainers that would enable more organisations to fully understand the life enhancing power of its training. In addition, Sold Out Trainers needed to understand how that would ensure increased productivity and profitability.

Talking to the customer

Red Splash set about talking to the clients of Sold Out Trainers to understand just what it was they found so compelling and valuable about the training they had received.

Senior people such as the Human Resources Directors of international blue-chip companies are notoriously difficult to reach, but our confidential approach enabled us to interview a representative cross section.

During those discussions we sought open and honest views about Sold Out Trainers and what made its training so special that it was engaged over and over again.

We also attended courses from Sold Out Trainers and talked to delegates about their expectations and anxieties going into the course and their thoughts coming out of it.

A compelling proposition

Until that point in time, Sold Out Trainers had only their own frame of reference to work to and hadn't fully appreciated the life changing experience their clients spoke so highly about.

Our extensive and candid research enabled us to understand the views of the target audience and appreciate what was valued and how those organisations could be better approached to grasp the benefits of this unique proposition.

A compelling message was created around the research findings that was distinctive and thought provoking – exactly what the target audience had told us they wanted to see.

Delivering the message

Research clearly indicated that the internet was the informing method of choice. Using searches a shortlist would be created and then presentations invited before a specific brief was created.

Ensuring a notable presence on the internet and supporting it with an eye catching campaign that was finely tuned to the target audience became the key media proposition.

Our conversations also led us to understand just what weight PR could deliver to the buying process. Buyers were influenced by the specialist press and were continually on the lookout for something fresh and new, and most importantly something that would have a positive impact within their company and reflect well on them as the person who delivered it.

A series of articles was developed and placed in key media that showed the target audience, through discussion and case studies, just how the Sold Out Trainers approach could deliver significant benefits.

We've got the power to give your staff a life changing experience



Bring out the best in people



Sold Out Trainers

Sold Out Trainers delivers career and life changing business training through the powerful medium of experiential actor delivered scenarios.

Through its attention to creating real life/work situations to which their training delegates can instantly relate, the Sold Out Trainers team have won business contracts with many of the most demanding national and international companies.

In South Africa the company works with sales teams who sell books to schools in the townships; in the Far East it runs training courses for middle ranking publishing executives; and in the UK it works, with amongst others, a major ferry line to ensure their on-ship staff deliver the best possible service to their passengers.

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Creating business growth