



Marko Lehtinen
Trainers' House

Tapio Honkamaa
Holiday Club



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HOLIDAY CLUB

NEW CUSTOMERS AND INCREASED AWARENESS

Holiday Club

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OVER 500 NEW OPPORTUNITIES

"We wanted meetings with client candidates who had not previously bought services from us. Trainers' House has set up a significant number of exactly this kind of meetings for us. Within a few months, over 500 meetings had been scheduled. The meetings have led to requests for quotes and collaboration with new customers," Tapio Honkamaa, Sales Director at Holiday Club reports.

"I have been very satisfied with our partner choice. Compared to previous experience, Trainers' House has been superior in terms of customer acquisition. The quality of the work is convincing, and they are genuinely committed to us," Honkamaa continues.

REACTIVITY AND FLEXIBILITY

"The collaboration pursued a clear increase in sales visits. Our salespeople book meetings also themselves, but we were looking for help to prioritise time use. Trainers' House has also helped

us in prospecting by providing customer candidates fitting our target group. They are really proactive in this respect, i.e. they have actively sought new potential customers to be added to the lists. We designed the structure of the talk used in the calls such that we can certainly find the people and companies for whom our accommodation services are topical and interesting," Honkamaa comments.

The results of the collaboration have been reviewed in regular steering group meetings and results are reported at the weekly level.

"Communication works well with everyone, and the call team does not hesitate to get in touch with us if they have any questions. We appreciate mutual openness. As a partner, Trainers' House has shown significant reactivity and flexibility.

In the meetings, I have asked frankly how the call made to the customer candidate went. The Trainers' House team understands us well. I have recommended Trainers' House as a customer acquisition partner to others as well," Honkamaa says.