

siili

HONEST FEEDBACK FROM CUSTOMERS

In 13 years, Siili has grown into an international multidisciplinary expert on digital transformation with more than 700 professionals. Its growth has been guided by an innovative corporate culture and its people-driven philosophy of excellence. Siili is constantly expanding into new areas to build the success stories of the future. The company's current business areas include strategy, technology, artificial intelligence, software automation, information management, design and specialist staffing services.

"I WOULDN'T RECOMMEND TRAINERS' HOUSE AS A PARTNER TO ANY OF OUR COMPETITORS."

From a salesperson's perspective, it is great to get proper feedback on what you do. Too often, the only feedback a salesperson gets is whether or not you closed the sale. Working with a partner gives us more meaningful feedback, which allows our salespeople to react better to what they are doing," says Sales Lead Sampsu Eronen from Siili.

"High-quality and continuous customer relationships are vital for Siili. As part of the development and management of our customer relationships, we wanted to understand why customers choose us as their partner and why, in some rare cases, they decide that someone else is better. Our employees want to develop continuously and the best feedback on their work naturally comes from customers. We chose

*Sampsu Eronen
Siili*

*Sampsu Suviöno
Trainers' House*

*Pasi Ropponen
Siili*

*Marko Heintie
Trainers' House*

Trainers' House as our partner in this effort," says Pasi Ropponen, Chief Sales Officer at Siili.

"The factors in our choice of partner included reliability, high-quality working methods and our previous experiences of Trainers' House and their ability to create value. Trainers' House has delivered on our expectations during the cooperation. We feel that we are well looked after and help is always available," Eronen adds.

IMPROVED VIEW OF SALES ENCOUNTERS AND ANALYSES OF WON AND LOST DEALS

The goal of Siili's sales operations is for every meeting to lead to a concrete proposal or value for the customer. The Trainers' House change support team audits Siili's sales visits before proposals are submitted.

"Often when the salesperson asks for feedback after the meeting, the response is very polite. An external party tends to get more honest feedback regarding the sales visit. First-time customers have felt that we are genuinely interested in them when they see that we want to call them after the very first meeting to find out how it went. At the same time, our long-term customers have been pleased that we want to develop our cooperation with them even when we already have an ongoing relationship in place.

Based on the audit, we changed the approach taken in the proposal quite significantly in one case. Of course, the customer might have ended up deciding to buy even without the adjustments, but making them certainly improved our chances. The analyses have also helped us to improve our sales materials in general," Eronen concludes.

Following the presentation of a proposal, the change support team conducts won/lost analyses on the decisions. These have provided Siili a view of how well they have understood the customer's needs, how suitable their solution has been and whether they have been successful in justifying the value of the work done by Siili.