FLUME

Sell smarter. Grow faster.

Sales transformation that drives fast, predictable revenue growth

Equip your team to outperform in the modern buyer world

- Buyer-centric methodology
- AI-optimised execution
- Measurable impact
- Predictable results

Client partners include:

dmg events · Delinian · informa · EASYFAIRS · simmons simmons · LEONARDO Hotels · Travelodge · STATS PERFORM

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The commercial challenges are mounting

With more decision-makers, increased scrutiny, and more perceived risk, 62% of deals are now lost to buyer indecision.

As a result, sales leaders are under intense pressure:

- **87% of sellers miss their quota**[1]
- **Sales cycles are 16% longer**[2]
- **Deal values have decreased by 21%**[3]
- **14% of sellers are responsible for 80% of revenue**[4]
- **And with 53% of buyers basing their decision on the sales experience**[5]**, not just product or price, the stakes have never been higher.**

But this is where opportunity lies. It's time to take control.

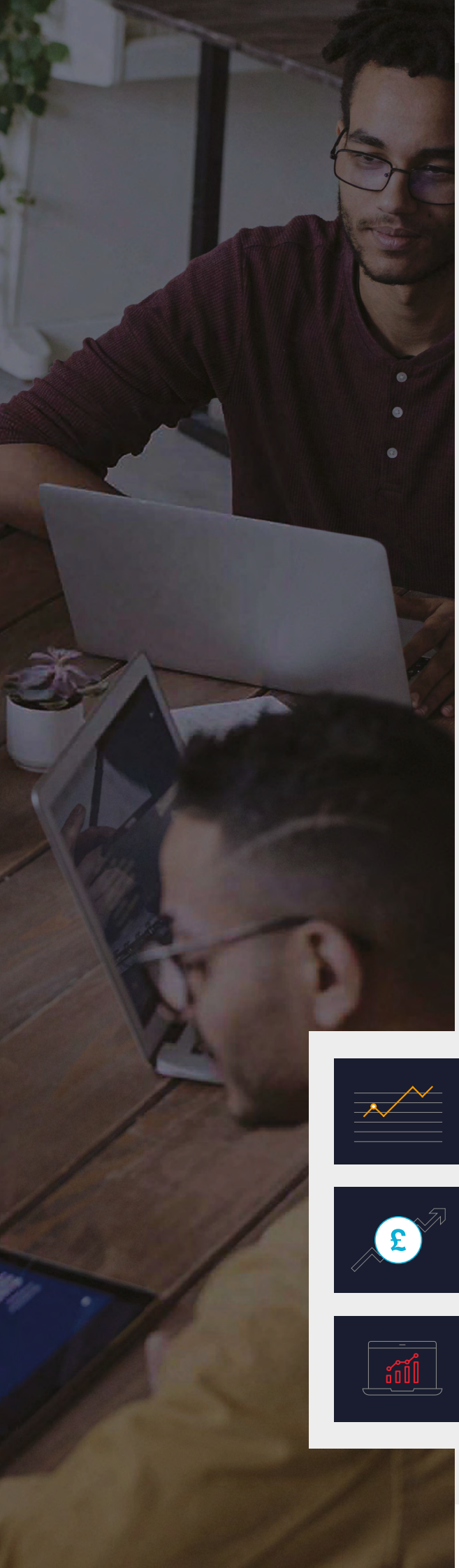
Stop clinging to outdated tactics and hero sellers.

It's no longer about selling harder. It's about selling smarter.

If your team isn't adapting to the new buying reality, you're not just losing deals, you're damaging revenue growth.

Sources:

1 Xactly 2, 3 ebtsa: B2B Sales Benchmark Report 4 Heinz marketing report 5 CEB/Gartner



Adapt fast with Flume. Turn every seller into a high performer.

Flume partners with ambitious sales leaders to transform how their teams sell, based on how modern buyers actually buy.

We empower businesses to turn average sellers into high performers with a purpose-driven methodology and AI-enabled execution that models, embeds, and amplifies future sales success.

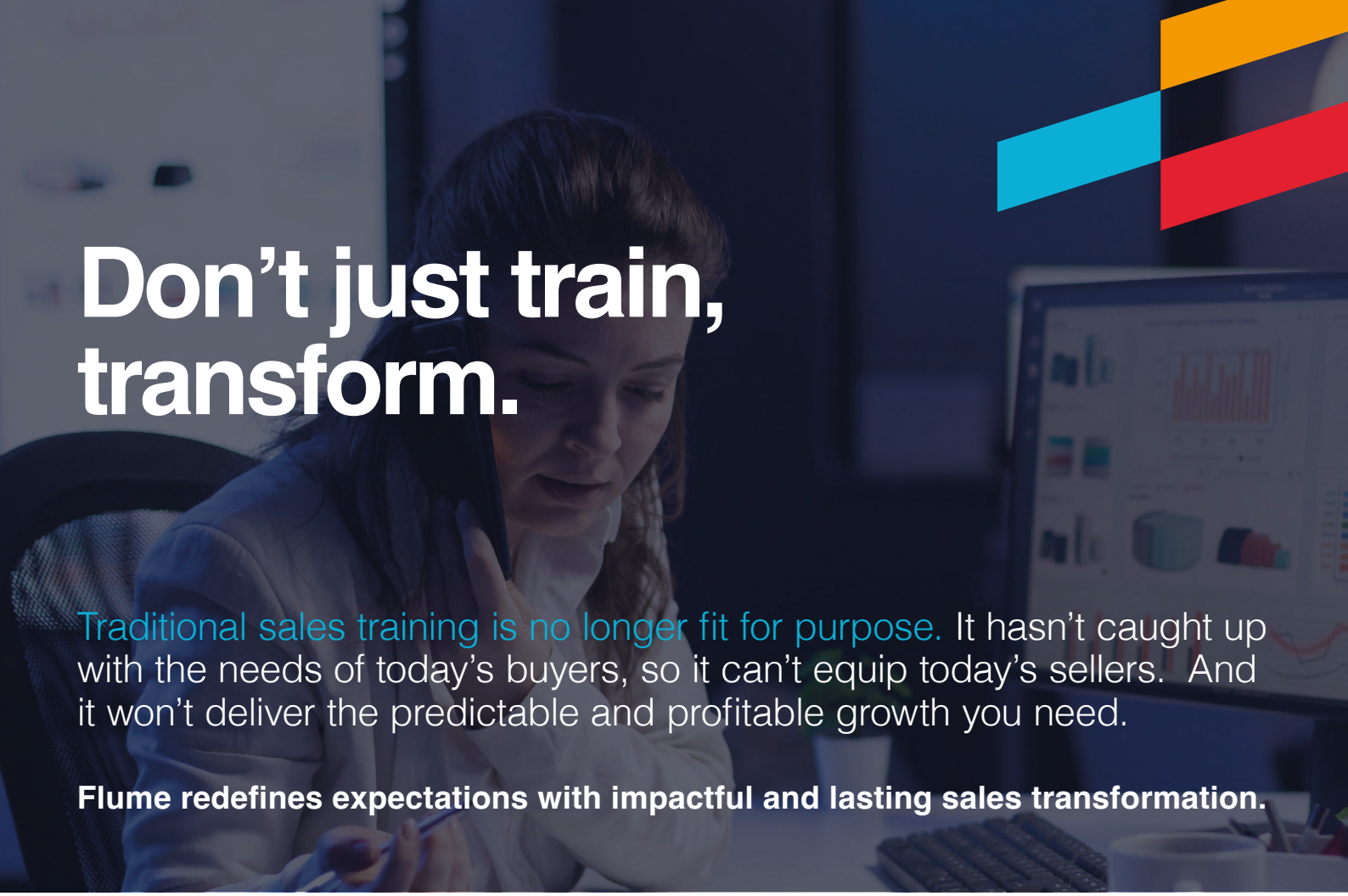
Forget patchy performance, inconsistent results, and revenue unpredictability. Welcome to a new era of optimised sales success – empowered teams, enlightened buyers, exceptional results.

Flume's clients sell smarter, win bigger, grow faster.

42% INITIAL DEAL SIZE INCREASE — HSJ Information

£1.5m PIPELINE UPLIFT — LEYTON

159% INCREASE IN REVENUE YOY — LSX The network for life science executive leaders



Don’t just train, transform.

Traditional sales training is no longer fit for purpose. It hasn’t caught up with the needs of today’s buyers, so it can’t equip today’s sellers. And it won’t deliver the predictable and profitable growth you need.

Flume redefines expectations with impactful and lasting sales transformation.

Traditional Training	Sales Transformation with Flume
Seller-focused. Based on outdated market knowledge. **Impact = Slow deals and lost revenue.**	Buyer-centric by design. Based on latest research. **Impact = Gives back control. Makes it easier for buyers to buy.**
Generic, once-and-done approach. No lasting reinforcement **Impact = 87% of content is forgotten. ROI limited.**	Codified, habit-forming, scalable behaviour change. **Impact = Constant performance, predictable revenue growth.**
Theory heavy. Difficult to apply. **Impact = Missed opportunities. Poor Execution.**	Advanced AI-powered frameworks. Practical application. Augmented execution. **Impact = Sell smarter, not harder.**
Generic, off-the-shelf training **Impact = Frustrated team. Minimal application**	Hyper-tailored playbook. Consistent application. **Impact = All sellers become high performers**

Case Studies

LEYTON

4% increase in conversion rates translating to a projected

£1.5m of additional pipeline revenue

mentionme

50% increase in win rates in the second half of the year

400% YOY increase in revenue, despite a smaller sales team

ULTIMAMEDIA PART OF Süddeutscher Verlag

93% forecast accuracy

50% AOV increase

We don't just teach sellers how to sell; we accelerate their performance.

We help you take back control of the buying experience, by hardwiring behaviour transformation that makes it easier for buyers to buy. So, it's simpler for your sellers to win.

Why Flume exists - To drive fast, predictable revenue growth

1 Cutting-edge buyer-centric perspective:

We keep you ahead of modern-buyer expectations. Our approach isn't static or based on outdated market knowledge, instead we proactively remove friction and make it as easy as possible for buyers to buy. Harnessing the latest intelligence and insight, our methodology accelerates decision-making with a continuously cutting-edge sales approach.

2 Codified and scalable high performance:

We define what "great" performance looks like, then embed it across your team. Through tailored programmes, sales leader playbooks, intelligent benchmarks, and AI-activated frameworks, Flume turns elite seller behaviour into a repeatable, scalable advantage.

3 Lasting sales transformation and proven ROI:

We don't just train. We transform. Flume's methodology, rigorous performance tracking, and interactive approach deliver lasting gains in pipeline velocity, deal size and momentum, and forecast accuracy.

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AI-powered programmes:
Built for growth, designed for impact

Flume's programmes identify the behavioural and process gaps that block high performance and predictable revenue growth – and then close them.

Our tailored, role-specific and results-driven programmes embed the habits, tools and mindset high-performing teams need to win in today's complex buying environment.

From onboarding to ongoing development, every Flume programme is built for real-world application and measurable outcomes.

From SDRs to Sales Leaders, Account Managers and Business Development professionals, our AI-optimised delivery model makes learning effortless to apply and coaching easier to scale.

Blending remote and in-person training within a proven habit-forming cycle – Learn, Reinforce, Coach and Practise – we deliver transformation that lasts.

SALES EXCELLENCE PROGRAMMES

- Scale Flume's buyer-centric methodology across every sales role
- Benchmark high performance behaviours and embed transformative change
- Equip teams with a practical playbook proven to drive predicatable performance improvement

SALES VELOCITY PROGRAMMES

- Optimise the four sales velocity levers – number of opportunities, win rate, deal size, sales cycle length
- Embed buyer-centric behaviours that remove buyer friction and accelerate momentum
- Benchmark current velocity and pinpoint risks and opportunities

SALES LEADERSHIP PROGRAMMES

- Equip sales leaders to deliver performance-driven revenue generation
- Benchmark and calibrate elite sales leadership behaviours
- Empower leaders to model sales excellence, coach with confidence, and build a true performance culture

SALES KICK OFF

- Align sales teams around a common buyer-centric strategy and shared behaviours
- Engage, inspire, and execute the performance vision
- Build an action plan for accelerated revenue predictability with clear ownership and empowerment

Client partners include:

M&C Saatchi Performance
Claroty
pa media
DCD
emap – Part of the Metropolis Group
Leonardo Hotels
Simmons+Simmons
HSJ – For Healthcare Leaders
GSMA
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Accor Hotels
nosto
fh – Faversham House
Easyfairs
Haven
Alantra
Hemming Group
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Travelodge
Delinian
tes
IET – The Institution of Engineering and Technology
Montgomery Group
GBM – Global Banking & Markets
Law Business Research
dmg::events
technetix
Exile Group
Roomex – The Experts in Workforce Travel
mediahawk

What our clients say

"The results are exceptional. We made more progress in this programme than we have with the sales process over the last two years. There wasn't a single person who wasn't 100% engaged the whole time."

STATS PERFORM

Steve Xeller,
Chief Revenue Officer

"Flume have helped us look at sales through a different lens, with ROI that is forecastable and measurable. We achieved an 87% increase in sales velocity, a 49% increase in opportunities, and a 31% increase in average opportunity size year-on-year. The effect on our bottom line has already exceeded our projections."

UserZoom

Kunal Pandya,
Senior Director, Global Revenue Enablement, UserZoom

"Flume helped us achieve a 50% increase in win rates in just six months and drove 70% of our annual revenue in the second half of the year. Even with a leaner sales team, our revenue grew by 10% year-on-year, and our sales efficiency improved dramatically. This wasn't just sales training—it was sales transformation."

mentionme

Darren Loveday
CRO, Mention Me

"The results have been astonishing. We've seen a 4% increase in conversion rates, translating to a projected £1.5 million of additional pipeline revenue over the next year. Beyond the numbers, Flume has empowered our managers, boosted team morale and set a new standard of success. Flume is much more than a training provider—their impact is truly transformative."

LEYTON

James Swift
Head of Talent Development UK and US, Leyton UK

"We've had phenomenal feedback with people saying it was the best SKO they have ever been to. The amount of effort, care and attention from Flume was phenomenal. We could not have done this without them. We had great motivational speakers but the only person who got a standing ovation was Flume."

CLAROTY

Claire Dunstall
Claroty

"Flume didn't just deliver training; you helped us define and embed what great looks like. Flume has been transformational. We're seeing its impact increase month-on-month."

ULTIMAMEDIA – Part of Süddeutscher Verlag

Sarah Wiggins
VP of Sales, Ultima Media

flume.co.uk/case-studies

Let's talk

We de-risk your numbers, accelerate predictable revenue growth, and make lasting buyer-centric behaviour change a reality.

That's why forward-thinking sales leaders are partnering with Flume.

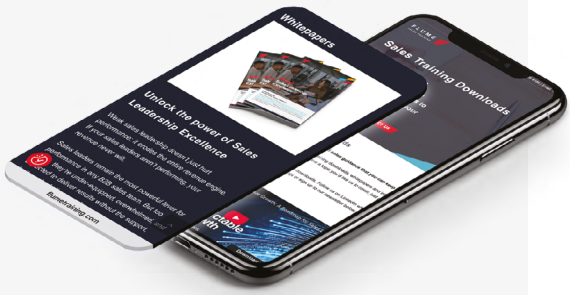
Find out how - book a call with a Flume expert today.

Call us on: 0207 459 4166

Further reading:

- **Unlock the power of Sales Leadership Excellence**
- **Prepare for the brave new world of AI-powered sales**
- **Driving predictable revenue growth**

flume.co.uk/sales-resources



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