



DALE CARNEGIE®
TRAINING



CUSTOMER SUCCESS STORY

CUSTOMER

Hugh Symons Communications

CORPORATE PROFILE

Headquarters

Poole, England

Number of Employees

75

Type of Business

Mobile Phone Distribution

Website

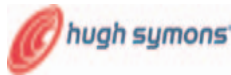
www.hughsymons.com

Details

Hugh Symons is a leading distributor of mobile phones, selling to independent retailers and dealers throughout the United Kingdom.

"I would highly recommend Dale Carnegie Training because I'm not sure that there is anything else that would produce the same result."

Bob Sweetlove
Business Manager



"Since first participating in Dale Carnegie Training, we've taken on more than 480 new accounts. We've had our richest year ever!"

– Carlos Pestana, Sales Manager

After a long period of expansion, the mobile phone market in the UK is becoming mature and oversaturated, leading to dramatically increased competition and the beginnings of a shakeout. In an environment that is becoming increasingly competitive and volatile, it was necessary for Hugh Symons Communications to become more nimble and efficient. Hugh Symons needed to make better use of their human capital, empower their employees to think for themselves, and become more proactive and creative.

Hugh Symons' relationship with Dale Carnegie began with one individual, the Business Manager, Bob Sweetlove. As a result of this initial experience, Sweetlove recognized the value that Dale Carnegie Training could provide Hugh Symons during this time of market correction. He began to require that all managers take Dale Carnegie Training's Leadership for Team Managers course. According to Sweetlove, the Leadership Training for Managers course gives managers both a set of governing principles and a set of practical tools to make them more successful. "It has given our managers a far better ability to apply management techniques to the real world."

Dale Carnegie Training is now pervasive in the company and contributes to more cooperation and trust among team leaders. As Sales Manager, Carlos Pestana explains, "What's happened now is you have senior members of staff that have graduated from this course, and that kind of practice has cascaded through the business, specifically on the sales side."



Pestana guarantees that all of his internal and external sales personnel take the Dale Carnegie Sales Advantage program.

The benefits of Hugh Symons' commitment to Dale Carnegie Training are tangible and widespread. After the first year of Dale Carnegie Training, staff turnover at the executive and management level declined dramatically to a single digit and has remained stable ever since. Most significantly, according to Sweetlove, "Sales have increased quarter over quarter for the last three years."

Carlos Pestana concludes, "Since Hugh Symons first participated in Dale Carnegie Training, we've taken on 480 new accounts. We've written more new business than ever and have had our richest year ever. Our staff retention is fantastic. People come and stay; they don't want to move on. I think a large portion of that can be attributed to Dale Carnegie Training."

CHALLENGE

In a market that is becoming increasingly competitive and volatile, it was necessary for Hugh Symons Communications to become more nimble and efficient. Hugh Symons need to make better use of their human capital, empower their employees to think for themselves, and become more proactive and creative.

SOLUTION

Hugh Symons Communications began to require that all managers to take Dale Carnegie Training's Leadership Training for Managers course. The training was then expanded to sales departments where sales teams were sent to Dale Carnegie's Sales Advantage Course.

RESULT

Bob Sweetlove explains, "If I look back three years, and had we not had the Dale Carnegie Training courses, what situation would I be in? Would I have higher turnover? Probably. Would I have less effective managers? Definitely! I would highly recommend Dale Carnegie Training because I'm not sure that there is anything else one could do that would produce the same result!"