



Wembley National Stadium Limited

To whom it may concern

Re: Perceptions Coaching

In the highly competitive corporate hospitality industry we strive to get the greatest results, with the optimum return on investment. The recent ten year debenture project was just such an example, where we have delivered a substantial output regarding seat sales - despite a period of uncertainty and delays to the opening. This considerable team effort was supported by our use of external training and coaching providers, including Perceptions Coaching.

Working with our established team Perceptions Coaching delivered improvements in sales techniques with individuals, that helped us to achieve more consistent results across the department. Additionally, through a tailored training programme, Perceptions Coaching improved the rapport skills of our Sales Executives and Account Management team. This has helped us to improve the relationships we have with our clients, in a competitive and challenging marketplace.

Perceptions Coaching were able to evaluate and understand the culture of our business, to quickly establish a tailored programme to meet our specific needs. This was delivered through one-to-one coaching, which delivered improved performance and identified some skills gaps. Perceptions Coaching then designed a bespoke training workshop to link our requirements with the skills gap identified. As a result of working with Perceptions Coaching:

- The quality and volume of appointments has improved
- The team have more rapport with clients - improving customer service
- The team have more focus on their desired outcome - enhancing effectiveness
- Our Sales Executives have a more structured approach - improving efficiency
- The team are more disciplined on the telephone - getting better results
- The team understand the sales process and the importance of preparation

Overall the feedback from all the team was positive and the learning points beneficial, contributing to the success of the department. Following the improvements in results and increased confidence the team now has following the training, we will be working with Perceptions Coaching again in the future. The training has helped us to sell over two-thirds of available packages and we are on course to sell out prior to the stadium opening.

Yours faithfully

Andy O'Sullivan
Head of Sales - Club Wembley
Wembley National Stadium Ltd.



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