

Consalia scoops National Training Award for HP workshop programme that delivered multi-million dollar deals

London, 15th November 2009: Training and development consultancy Consalia has won a prestigious award in this year's National Training Awards.

Consalia scooped the Training Provider award in the Greater London regional contest for a workshop programme with technology giant HP. The programme was a key factor of HP's success in winning previously elusive multi-million dollar outsourcing deals, vastly improving its sales conversion rate, up from 27% to 70%, and reducing contract pitching costs by up to 30%.

Mike Hurley, director of the HP managed services outsourcing team that handles deals worth over \$50 million (£31 million), said: "The workshops with Consalia instigated a change in the mindset of our people, both at team and individual level. Teams now approach deals differently. They think more creatively about how HP can help the customer to increase its business and achieve its goals. The financial results have been outstanding, both the percentage of sales won and the cost reductions."

HP's success is based on Consalia's Winning Value Proposition, an academically researched sales approach based on four critical values – client centricity, authenticity, proactive creativity and tactful audacity – and validated by global companies.

The HP programme that secured a National Training Award for Consalia was based in the company's Europe, Middle East and Africa region and challenged the market perception of HP as an IT infrastructure supplier rather than a supplier of wider solutions including IT outsourcing services.

Hurley explains: "As a consequence of this market view, HP's expectations for selling large outsourcing deals were not being met. I was concerned that we were not even being

invited to pitch for large deals. My team needed to convert more sales proposals into wins, get more pitching invitations and raise HP's profile so that it would be invited to bid for deals over \$500 million. I also needed to cut the cost of bids – and I needed results within a year. Collaborating with Consalia, all these objectives were met.”

Commenting on the National Training Award, Consalia CEO Philip Squire said: “We are delighted to win such a prestigious award. The award recognises the potential of Consalia's values-based sales approach and its proven success at HP.”

Following the success of Consalia's sales approach at HP, the consultancy has adapted its Winning Value Proposition workshops to meet the needs of other clients bidding for multi-million dollar deals.

About Consalia

Consalia is a training and development, human resource solutions and consultancy company that helps international clients fulfil their business strategies. The company's approach is aligned to each client's business and uses a proven values-based framework to deliver exceptional client results. Established in 2006 as a joint venture by three leading European consulting groups with a combined turnover of €35 million, Consalia has 320 consultants and a global network of offices and international partners. Consalia's home page is www.consalia.com.

About the National Training Awards

The National Training Awards are the UK's most prestigious awards for training. They are run by UK Skills on behalf of the Department for Innovation Universities and Skills. www.nationaltrainingawards.com

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