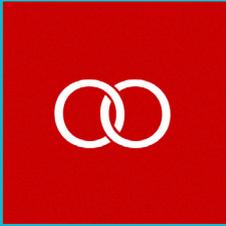


## The Company



### Boomtown

**Boomtown is an award-winning creative brand agency with a focus on the South African FMCG space.**

With over 20 years experience, some of their high profile clients include Castle, First Choice, SAB, Unilever & Eveready. Ken Holloway leads the business development and key accounts team at their head offices in Port Elizabeth.

# 50%

Revenue increase across next Quarter following Locus Intelligence workshop



**Ken Holloway**  
Client Services Director

## The Situation

Within the account management team, there was a need to upskill and address certain quality issues across servicing their largest clients. Ken was naturally sceptical on the real value that could be gained, having seen his fair share of training and courses. 'Much of what happens in these sessions is really just rehashing the same content without adding anything longlasting,' says Ken.

However, the interaction from initial contact right through to delivery was absolutely professional. Ken was pleasantly surprised that the session's facilitator, Ed Fisher, presented both the content and its delivery in a healthy balance.

## The Workshop

'They day was structured around our pain points, rather than a fixed agenda,' says Ken. The team was taken through a series of interactive exercises in between Ed's various pearls of account management wisdom. **Topics such as negotiation, objection-handling, effective task delegation and crisis management were discussed.**

The feedback among the staff was phenomenal. Even though expectations were high, it was different to anything the team had done before. Ed's unique, personable style was well-received as he approached each topic thoughtfully instead of presenting a list of do's and don't's. 'Ed read the room well,' adds Ken. 'He held their interest throughout.'

## The Results

Despite the fact that workshops are difficult to measure in terms of efficacy, this was not the case with Boomtown. By the next quarter, they had seen a marked improvement in quality standards within their client accounts. Ken believes this to be one of the primary reasons their **Q3 revenue had increased by up to 50%.**

Ken felt strongly about the effectiveness of the workshop that he has requested standing dates in the calendar at least twice a year for refresher sessions.



#### South Africa

11th Floor, Touchstone House  
7 Bree Street  
Cape Town  
8000

T +27 21 202 6063

#### United Kingdom

Suite 2, 186, Sloane Square  
Knightsbridge  
London  
SW1X 9QR

T +44 20 3034 0924