



Training Survey Report

June 2008

“The UK Training Market is at a pivotal point. Sawfish Software believes that the key to move the Training Industry forward in 2008 is through technology.....”



Executive Summary

A thriving technology sector is the cornerstone of the UK economy, and its importance to business will only grow in the foreseeable future.

The credit crunch is upon us and although for some, it's a time to consider reducing spending, others are thinking how they can adapt and improve for the future of their business.

One point in particular which was taken from the survey is that there's huge potential to automate every aspect of the training process from start to finish. The potential for automation hasn't been recognised by all training companies, but those that have acted on this potential already have shown an increase in their sales and market share. Over 50% of the training companies we surveyed were still using Excel spreadsheets as their core base for enquiries. Although using excel spreadsheets remains a popular method for handling enquiries and storing information, 68% of those who use it on a daily basis are unhappy with its performance. In order to move business forward, training companies must find a solution to modernise and streamline their daily processes in a way that keeps both employees and learners happy.

From all of the training companies participating in this survey, not one answered "always" in making use of their learner information. Every training company owns a database full of learners and organisations of which to draw and expand upon selling opportunities. Those who have made use of the information in this database are seeing the benefits. The companies who have not yet recognised the value in their learner information are neglecting an area which could make a significant impact on their profits.

Recruitment, employee management and technology are the most important areas of business according to the training participants. Technology in particular is seen by the training industry as an integral part of their future. However, according to the results in the survey, technology is an area not being exploited to its full potential. With large training organisations dominating the smaller businesses, technology could be the ideal way to bridge the gap.

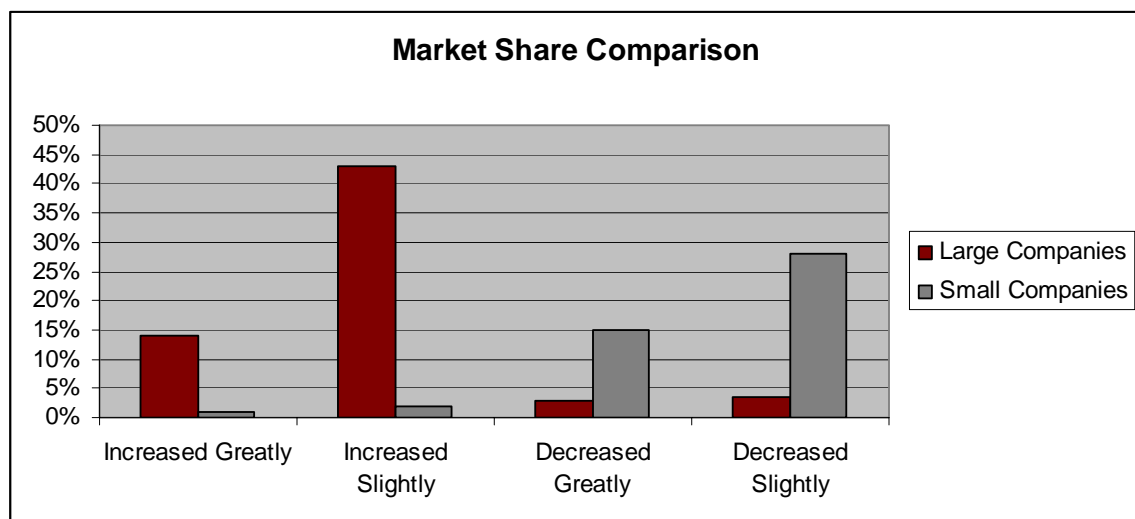
Overall, the key message to raise from these results is that in order to grow not only sales and market share but also in efficiency, the training industry must look to the future in terms of automating their processes and maximising revenue through their learner information.

Historic Growth and Market Share

In terms of historic growth and market share, the Training Industry is divided.

From companies that process 4000 Learners to those who process 150, the growth of their market share is very different. The largest organisations felt that their market share had increased overall since 2006. Although these organisations felt that they had increased their market share, only **14%** felt that they had increased their share by a great amount.

In contrast to the larger companies, the smaller organisations mostly felt that their market share had decreased since 2006. **15%** of the smaller training companies thought their market share had decreased greatly.



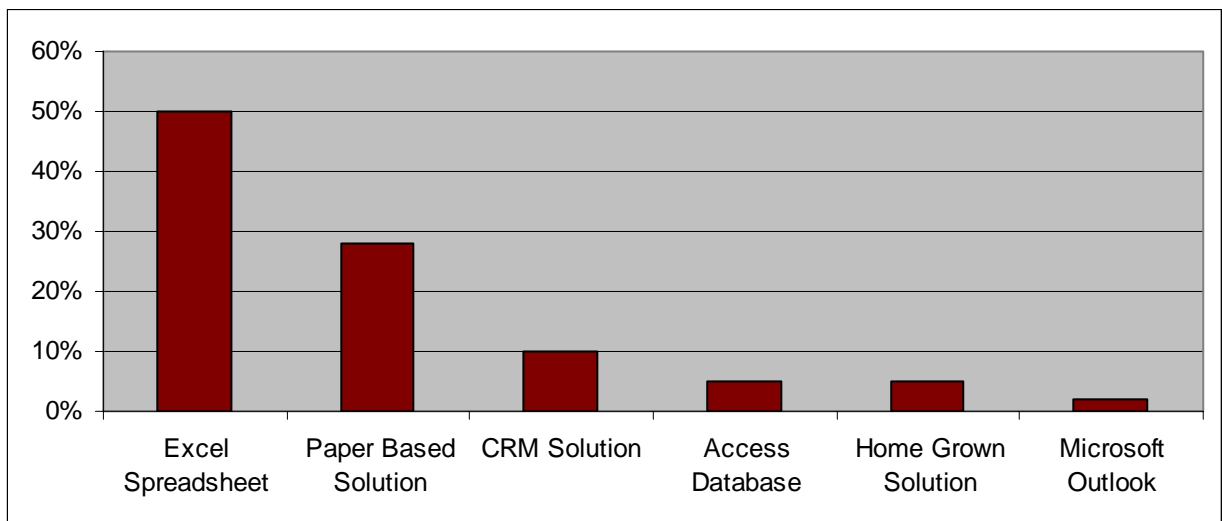
Key Point

A clear divide between the large and small training organisations has had an impact on how each has grown over the past two years. The market share of smaller training companies is declining, while the market share of the larger companies is growing.

Current Solution

The need for a complete solution to manage the sales process and the learners experience is essential.

Surprisingly, **50%** of training companies rely on Excel spreadsheets to manage their sales process. Paper based solutions were used by **38%** of the respondents as their method of sales management. In comparison to the paper based and spreadsheet option, the complete CRM solution is only used by **10%** of respondents.



Key Point

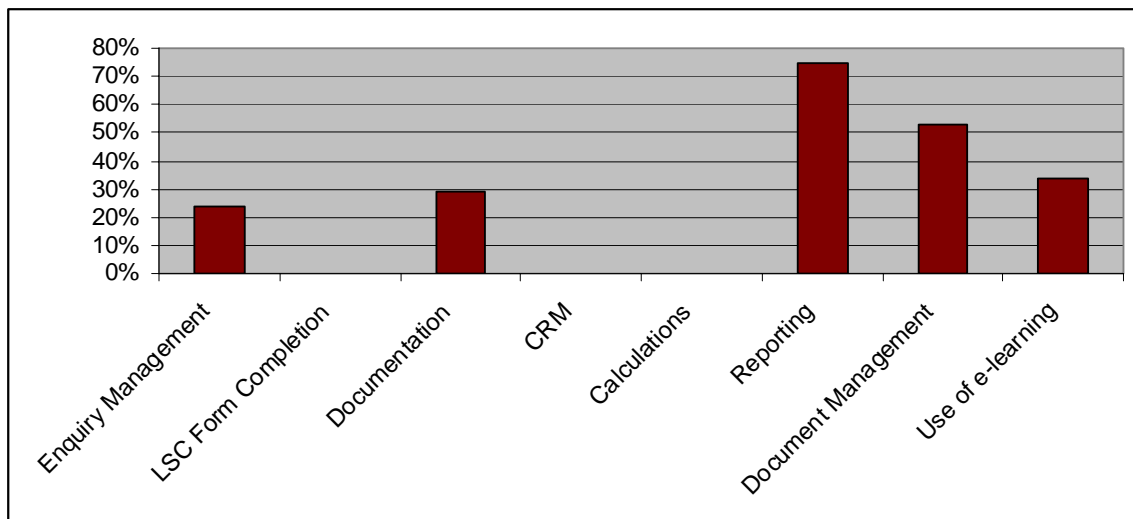
Although the excel spreadsheet is the most popular solution for the training industry, **68%** of users are “unhappy” with it in managing daily processes and storing learner information.

Automation

Automation has revolutionised the way business works in numerous markets across the globe. The training market in particular could see a dramatic difference if they were to change.

The results of the survey suggest that certain areas of daily activities and processes are neglected by the solutions chosen by each company. In particular, reporting.

75% of people felt that reporting would be a great advantage to their company if it was automated. Document Management also seems to be an important factor that needs help to achieve effective management of their daily activities.



Key Point

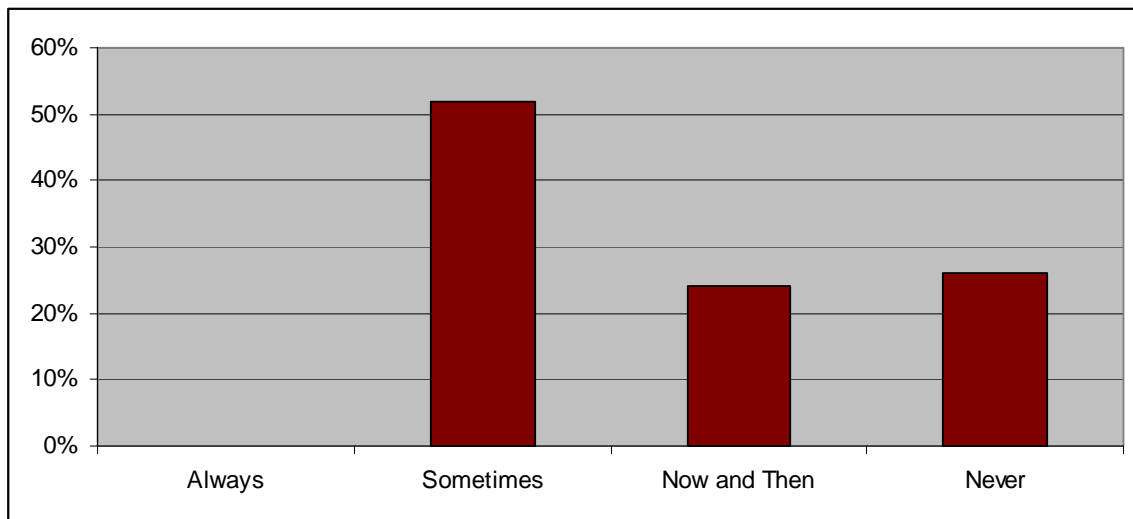
It seems that there are several areas that would benefit from automation in the training industry. The survey participants emphasise reporting and document management in particular as key areas for improvement through modern technology.

Maximising Revenue

To use customer information as a source of revenue is a vital component to any company in order to achieve increased growth and more sales.

In terms of maximising revenue for the training industry, no company or individual **always** made full use of their learner information.

Over **50%** did however make use of the information sometimes and unexpectedly **26%** of respondents **never** utilised the information that they have.



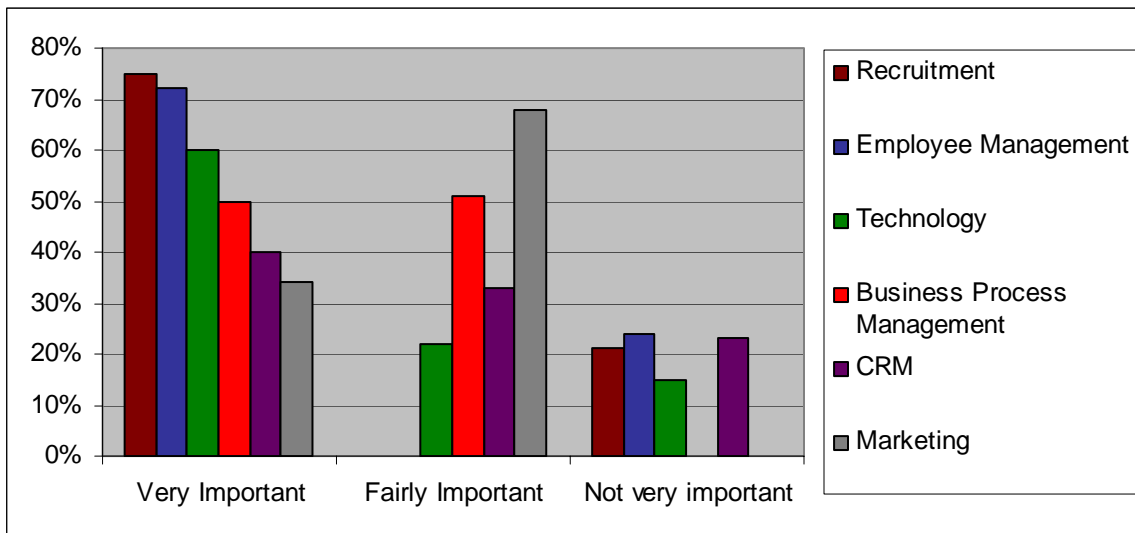
Key Point

While maximising revenue through learner information is an area for improvement for training companies, when asked whether they would like to improve upon value gained from customer information **100%** of participants answered **Yes**.

Business Growth

The key to business growth is often a matter of opinion. With so many components that form an integral part to the business as a whole, sometimes it can be difficult to choose only one.

In general, respondents felt that the majority of the options were “very important” in the future growth of their business. Recruitment, employee management and technology are the top three identified as key areas. Customer Relationship Management or CRM is seen as a less important factor to training companies when considering business growth.



Key Point

When asked whether the participants felt they needed to change in order to achieve growth in the training market, the results were divided with **50%** answering yes and **50%** answering no.

Step by Step...

The results of the survey have highlighted areas for improvement in the Training market. We have constructed a 5 step guide to show how you can target these areas and bring complete control and visibility to your business.

Step 1 – Map your Business Processes. By having an accurate picture of your business workflow, you can identify holes in the way your organisation works. You can then streamline your sales and business processes allowing the flow of work between individuals in your organisation to be defined and tracked, saving both time and money and providing real-time visibility across your business.

Step 2 – Capture your leads effectively. Lead Management is usually critical to the success of an organisation; however the management of sales leads is often very haphazard. If you're spending a great deal of time and money acquiring sales leads only to fail to maximise on their potential, losing countless deals and money you need to act now.

Step 3 – Reduce you errors. Past studies have shown us that between 30 and 50% of users miss errors when using spreadsheets. Where every lead is a source of revenue, can you afford to have so many mistakes stored in your database? One solution to reduce your errors is to have one central lead database from which everyone works from simultaneously.

Step 4 – Maximise your revenue. It's easier to maximise existing opportunities if you have an accurate record of all your sales leads that have reached a positive conclusion, by cross-selling or up-selling. Manage these opportunities effectively and you'll see what a difference it could make to your profits.

Step 5 – Grow your Business. To drive business forward, it is essential to understand what business you have had, and will have. Sales reports give detailed analysis of what is being done and what needs to be done, this will allow you a detailed insight into the strengths and weaknesses of your team, and to make informed business decisions.

About Sawfish Software

Founded in 2000 and re-launched as Sawfish Software in 2004, Sawfish Software has evolved into the next generation provider of technology for automating and managing best practice for profit.

If you would like more information or have any more questions, you can contact us on 0870 1607 555.

Sawfish Software
King's House
12 King Street
York
YO1 9WP

enquiries@sawfishsoftware.com

www.salesflow.com

