

The Independent News & Media Group

Linac Training Presses The Right Buttons



The Independent News & Media Group has business interests in 22 countries and covers 4 continents. They are a leading press player in 5 of those countries and own 200 print titles, 130 radio stations and 100 commercial websites.

The INM team run a tight ship with quality and results playing a big part in the culture and overall work ethic. Linac was invited into INM to discuss a potential piece of work targeted at the sales team, a team responsible for selling advertising space in their publications. The team were already performing well but it was felt that with some very carefully targeted coaching and workshop support they might achieve even better results.

Linac was chosen because of its strong reputation for designing and delivering learning events that hit the mark instantly and for its in depth understanding of return on investment from training and how to deliver bottom line return.

Before putting the programme together it was critical that Linac understood the culture, the target audience and the nature of the work. Linac therefore carried out a brief analysis to bring them fully up to speed and also identify the opportunity areas that might be targeted within the programme.

The programme was then designed and delivered and as expected it delivered exactly what was required. The delegates commented on how supportive the facilitator had been and how in tune they felt he was to their particular needs. The programme allowed the sales team to enhance their telephone sales technique and demonstrate an immediate uplift in new business.

The Linac team are motivated by hard core results not happy sheets. We fundamentally believe that every programme no matter how small should target real bottom line return. The Linac return on investment approach has proven itself again and again. In times of sporadic economic uncertainty why risk any other approach?

