



DALE CARNEGIE®  
TRAINING



## CUSTOMER SUCCESS STORY

### Delivering Continuous Learning Opportunities as an Employer of Choice.

**CUSTOMER**  
Fabric Architecture

**CORPORATE PROFILE**

**HEAD OFFICE**  
Gloucester, United Kingdom

**NUMBER OF STAFF**  
35

**DETAILS**

With over 5000 installations throughout the world, Fabric Architecture has been specialising in the design, engineering, manufacture and installation of tensile fabric structures since 1984. They are experienced in both custom design-and-build structures as well as offering a range of pre-designed and pre-engineered Signature Structures Their main operations are based in the UK and the United States, together with an office in Abu Dhabi.

*“Fabric Architecture is poised for major growth and our partnership with Dale Carnegie will ensure our people have the best skills to deliver the results we need.”*

- Debra Drew, Managing Director, Fabric Architecture

Fabric Architecture's relationship with Dale Carnegie came about as a result of a need to drive the business forward which would involve a structural change to the organisation. Managing Director Debra Drew, a Dale Carnegie graduate, wanted to support the team through what was to be a rapid change programme.

Initially three people attended the Leadership Training for Manager Programme to strengthen their management skills in order to allow the directors to focus on growing the business. As a result of the programme and pressure to create a more efficient operation, the company was reorganised into a flat structure which exposed staff members to more varied roles including sales work.

The customised in-house Sales Advantage programme equipped the team with confidence and a process to present their solution enthusiastically, influence the conversation towards the conclusion and to close sales. As a result the company achieved a 26% growth in sales over the previous year.

As the change process continued, four key people were selected to attend the Dale Carnegie Effective Communications and Human Relations Programme. This taught them to become masterful at building and strengthening interpersonal relationships, while being able to manage their roles in a fast paced and ever changing workplace. As a result of the programme, they are now equipped to solve problems in partnership with others, be more focused in their leadership, and present themselves with enthusiasm and confidence in all situations.

“Even the way we write proposals has changed” said Vicki Scarsbrook, account manager. “We have Daled everything to make it all about the client and less about us. The results have been outstanding.” Since we undertook the programme, our close rate on proposals has risen by 23%.



As the business expands the next group of people have been identified to attend the Dale Carnegie Course on human relations and effective communication in order to give them the necessary skills and confidence to be at the top of their games.

Debra added, “Our partnership with Dale Carnegie is enabling Nigel and me to step back from the day to day operations and focus on selling, designing and the future of Fabric Architecture. By giving our people the skills, processes and confidence, they have won significant new major contacts; which have been delivered with far less stress and greater customer satisfaction. We have exceeded this year's sales target by 8%.”

“Even the relationships with our outside contractors have improved due to more effective and open communication. Due to the growth in the business, we have grown our sub-contractor work force by 70%.”

“We have being able to explore and open new markets by focusing on what our customers tell us they want. An example of this is Fabric Architecture Interiors, a new market for us but one where we are already making significant inroads with projects such as Ferrari World in Abu Dhabi and Dublin Airports Terminal 2.”

“Fabric Architecture is poised for major growth and our partnership with Dale Carnegie will ensure our people have the best skills to deliver the results we need.”

**CHALLENGE**

In order to further grow the business, the senior management of Fabric Architecture realised that they would need to change the structure of the organisation. Director Debra Drew, a Dale Carnegie graduate, wanted to make sure that the team were supported through what was to be a rapid change programme, and that the current business did not suffer.

**SOLUTION**

Initially three people attended the Leadership Training for Manager Programme to strengthen their management skills in order to allow the directors to focus on growing the business. The customer facing team were then put through a customised in-house Sales Advantage programme in order to equip them with confidence and a process to present their solution. Then four key people were selected to attend the Effective Communications programme which helped them to become masterful at building and strengthening interpersonal relationships.

**RESULTS**

The structural change happened successfully with little disruption to the business. By improving relationships with suppliers, the sub-contractor work force grew by 70% The company achieved a 26% sales growth over the previous year. By changing the approach to being customer centric, closing rates on proposals rose by 23%. “Fabric Architecture is poised for major growth and our partnership with Dale Carnegie will ensure our people have the best skills to deliver the results we need.”