

PRESS RELEASE



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SOUTHAMPTON FOOTBALL CLUB CORPORATE HOSPITALITY TEAM SCORES WITH DYNAMIC SOLUTIONS

Saints fans are renowned for being a fantastic bunch and, following the move to the new St. Mary's stadium in 2001, they have exceeded expectations with match day crowds averaging 31,000. "They built it, we filled it" as one enthusiastic supporter said. The atmosphere in St. Mary's has been wonderful, with its Itchen and Kingsland stands often filled to capacity.

Now the sales team at Southampton are celebrating too. Their work with bespoke services company, Dynamic Solutions, on customer service training, is enabling them to exceed their sales targets.

The St. Mary's Stadium is available to hire for a wide range of events including conferences, meetings, weddings, dinners, dances and presentations.

"Matchday hospitality has never been more popular at The Saints with a range of high quality options on offer, companies are booking the venue to entertain clients, friends and family, to act as a sales incentive and for thanking staff for their contribution to the success of the company," said Kevin Smith, Corporate Sales Manager, Southampton Football Club.

"We're working with the sales team at Saints to help them make the most out of the outstanding facilities they now have," said Tracy Meachin-Adams, Managing Director, Dynamic Solutions.

"Often it's a case of helping a team to dig deep and bring out inner resources and skills that have lain dormant. It's a win, win situation all round; it's really fantastic to see a top performing team reach new heights and to see tangible results through increased bookings, satisfied clients and improvements to the bottom line."

E N D S

Contact Sarah Olney, Montpellier PR and Marketing on tel: +44 (0) 207 479 4864 or (M) +44 (0) 7825037133 for further information

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Services offered:

Dynamic Solutions is a specialist training and development company that helps its clients to meet organisational and business challenges.

The company enables staff at all levels to bring about a “sustained change in behaviour” to the extent that staff are really growing and delivering in key areas of the business. This particularly applies to front facing operations such as Sales and Customer Service. The company believes that this applies to everybody in the organisation as, even if they are not directly serving the customer, they are serving someone who is and that directly impacts on the business.

Principally, results are achieved by addressing an organisation’s culture. The company’s goal is to build emotional commitment where each employee thinks beyond procedures and processes and becomes personally involved in creating success. Delegates return to the workplace with a stronger belief in themselves and their abilities.

As a consequence, customer service improves, teams work more effectively and sales increase.

Clients:

The business focuses on developing confidence and interpersonal skills and sustaining them. This is crucial to success. The ability to do this and the endorsement of some powerful organisations who are clients provides the complete USP for the company.

The British Museum is now a typical client (many of whom are high profile consumer brands and household names), so that when the 8,000 strong 2,200 year-old Chinese terracotta warriors take over the British Museum, the hoards of visitors will be managed by an army trained to deliver tip top customer service. (The First Emperor - China’s Terracotta Army will be on show at the British Museum 13 September - 6 April, 2008).

South West trains has called on Dynamic Solutions’ services to help its staff with the culture change from a national to a privatised business. The BBC has done business with Dynamic Solutions, Eurostar is a client, as is Exxon Mobil, The National Archives at Kew, Southampton Football Club, and Jockey Club Racecourses (which own Aintree, Cheltenham and Epsom, hosting the world’s biggest iconic races such as the Cheltenham Festival, the Derby and the Grand National which this year was watched by 600 million people worldwide). Eagle Star and Zurich also worked with the company to help them respond to the changing dynamics of the insurance industry in the face of the launch of “the little red phone” from Direct Line.

See www.dsleurope.co.uk for further information on Dynamic Solutions’ people and services.

St. Mary’s Stadium

Matchday Hospitality packages at St. Mary’s start at just £99 per person, combining superior stand seats with top quality catering options and suite entertainment. With four hospitality suites, varying in capacity from 70-500 guests and private executive boxes, there is a package to suit everyone.