

Company with mission to revolutionise world-wide sales training receives fresh investment

Business accelerator TwinklHive has invested in Uhubs, a dynamic new business that uses Development Intelligence software to improve workplace standards in the sales industry.

Through lockdowns and the development of cloud technology, remote working has become a continued reality for millions of employees. This has affected many industries, including sales, where whole teams are now working separately in their own individual workspaces. While this introduces new levels of flexibility for many, it can pose a challenge for new and existing employees, as some may feel they might not have access to the support they need. The result of this could cause underperformance and high staff turnaround.

An eye-opening statistic from the Sales Management Association (SMA) shows that 62% of these companies consider themselves ineffective at onboarding new sales employees. The SMA also found that 48% of sales companies receive too high a turnover rate.

This is where Uhubs comes in. Through using state-of-the-art Development Intelligence, the business has the progressive aim of helping upskill more than a billion people. They are paving their way towards this goal by providing a customisable new sales hire onboarding experience with access to hundreds of sales experts, and blended learning to their clients.

[Uhubs.co.uk](https://www.uhubs.co.uk) was founded in 2019 by two successful leaders in the sales and marketing industry. Ash Ali was previously the marketing director for JustEat UK. He has built several successful startups since selling his first business at 19.

Uhubs founder, Ash Ali, said “The investment from TwinklHive is an amazing opportunity for us to expand our business, and to be a part of such a pioneering community. We are going to further develop integration with other sales tools and build our team in order to triple our client base.”

Matt Milligan founded the EY Startup Network at 22 to mentor early-stage startups and connect them to corporate innovation teams. Over a three-year period, he helped to coach startup businesses and upskill them to reach financial successes. In 2021 Matt was featured in the Forbes 30u30 for Social Impact.

Uhubs co-founder, Matt Milligan, said, “This investment came at a fantastic time for us to grow at a period where remote working is continually expanding. Our business is unique thanks to our focus on B2B tech companies who need supporting with growth and are doing lots of hiring. In the remote working world, we give sales leaders the eyes and ears to help develop and grow their teams.”.

"We know that companies which provide decent sales coaching increased revenue by 8.4% year-over-year, which is a 95% improvement over companies that do not provide this kind of coaching. Sales growth is the number one priority for fast growing companies.."

TwinklHive was created by Sheffield educational publisher [Twinkl](#) at the end of 2019, with the aim of helping mission-led start-ups to scale and disrupt the technology sector. Since it began, TwinklHive has invested in over 20 businesses with a mission to make a difference.

David Angrave, Chief Operating Officer at Twinkl and Investment Director of TwinklHive, said "We were delighted to offer an investment opportunity to Uhubs and to support such a groundbreaking business. I look forward to supporting Ash and Matt as they continue to expand and as they enhance the sales industry."

More information can be found at twinkl.co.uk