



# Mercuri Academy

**Sales, Business Skills and  
Leadership Training**

"I have no hesitation in recommending Mercuri to anyone. They are extremely professional and made it a priority to fully understand our business, which was absolutely apparent in the delivery of the training and resulted in a reinvigorated and inspired sales team."

**LSI Energy**

"Thousands of HP sales managers have been developed across the world in common methodologies and skills using Mercuri International local expertise and coordinated through Global Project Management."

**Hewlett Packard**

"With the help of Mercuri, our sales managers now have consistent and proven techniques for managing and motivating the sales team."

**Sew-Eurodrive**

## Enhance your sales performance with the expert knowledge of the Mercuri Academy

We are pleased to welcome you to the Mercuri Academy. Our Academy has helped many organisations worldwide to enhance their sales performance through innovative learning and sustainable change.

We work with your sales teams, training and development managers, sales engineers, account managers and business leaders to provide facilitated learning solutions that benefit your organisation. Working in strategic partnership with the Association of Professional Sales (APS), our aim is to drive the highest standards of quality and excellence across the industry.

Mercuri alumni can be found in senior sales and leadership positions across industry attesting to the effectiveness of our approach.

**Barry Hilton, Managing Director, Mercuri International (UK) Limited**



"Undertaking this sales programme with Mercuri has given me the structure and confidence to approach my customers in a way that they react positively to and which makes my meetings different from the competition."

## Achieve your full potential

### Public courses designed to improve your sales performance

We have delivered over 100,000 courses in over 40 countries to blue-chip and multi national organisations. This expertise can be delivered in-house as part of a wider change management programme or through our Mercuri Academy public training courses.

Our success is based on our application of a highly effective and robust 5-step approach: Analyse, Consult, **Train**, Implement and Consolidate.



## Mercuri International (UK)

### Public Training Courses:

- **Sales Training**
  - Essential Selling Skills
  - Consultative Selling
  - Key Account Management
  - Sales Activity & Pipeline Planning
- **Business Skills**
  - Professional Presentation Skills
  - Professional Negotiation Skills
- **Leadership Training**
  - Leading and Motivating the Team
  - Performance Management
  - Sales Leadership Planning
  - Sales Leadership in the Field

"It was great to see exactly what professional selling really means. It has given me a lot more confidence to go out and sell without relying on others so much."

**Course Dates:**

Call +44 (0) 330 9000 800 to discuss an in-house programme.



## Essential Selling Skills

### Who

Professional sales people and people who have an element of sales in their role and need to understand the principles of professional selling.

### Why

The key objective of the programme is to develop the skills needed to effectively undertake all of the essential steps in the sales process. The programme uses a range of interactive discussions, group tasks and extensive role play to make the learning experience fun, engaging and effective.

The key outputs are:

- A comprehensive framework for planning and achieving sales success.
- A highly effective and clearly defined methodology for dealing with customers.
- A solid foundation on which to develop your sales career.

### What

The course focuses on:

- Understanding the sales and buying process
- Preparation and Planning
- Effective communication
- Presenting the solution
- Objection handling
- Closing the deal
- Personal action planning

Contact us at: [clientservices@mercuri.co.uk](mailto:clientservices@mercuri.co.uk) | or call: + 44 (0) 330 9000 800



## Consultative Selling

### Who

Sales people who wish to develop a highly effective, successful and professional approach to selling.

### Why

The key objective of the programme is to develop the skills needed to effectively undertake all of the essential steps in the sales process. It will focus on how to maximise the use of the sales tools provided in order to demonstrate a professional approach to securing new business. The programme uses a range of interactive discussions, group tasks and extensive role play to make the learning experience fun, engaging and effective.

The key outputs are:

- A comprehensive sales approach that engages and motivates the customer to buy.
- Improved skills that enable you to manage your sales approach more effectively.
- More confidence to succeed in your sales career.

### What

The course focuses on:

- Professional positioning
- Impact and influence
- Managing meeting dynamics
- Information gathering skills
- Compelling business communications
- Powerful solution presentations
- Effective objection handling
- Gaining commitment and team selling

**Course Dates**

25th - 27th September 2018

13th - 15th November 2018

29th - 31st January 2019

4th - 6th June 2019

**Venue:** Crowne Plaza London - Heathrow

**Cost:** £1590 + VAT

"It was both frightening and revealing to see the level of detail needed to make a difference to the relationships we value so much. It was a practical and realistic approach that will pay significant dividends for my company."

**Course Dates:**

2nd - 4th October 2018

5th - 7th March 2019

**Venue:** Crowne Plaza London - Heathrow

**Cost:** £1690 + VAT



## Key Account Management

**Who**

Experienced sales people who have, or soon will have, responsibility for managing strategic relationships with key customers.

**Why**

Our three day Key Account Management course takes experienced sales professionals through a process of analysis and reflection, using real life customer data, to help them build a highly effective account plan.

The key outputs are:

- A comprehensive toolkit for driving efficient selling activity.
- A clearly defined process for creating stronger and more profitable relationships that are secured from competitor activity.
- A defined set of methods.

**What**

The course focuses on:

- What does Key Account Management feel like?
- The Mercuri Key Account Management model
- Selection criteria
- Managing information and people
- Objectives and strategies
- Planning and measurement
- Personal action planning

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## Sales Activity & Pipeline Planning

**Who**

Sales people who wish to develop a highly effective, successful approach to pipeline planning.

**Why**

This three day course introduces the most effective methodology for balancing the quantity, direction and quality of sales activity in order to achieve the most effective results.

The key outputs are:

- A comprehensive tool box for driving selling activity.
- A highly effective dashboard for managing selling activity.
- A framework for planning and achieving sales growth.

**What**

The course focuses on:

- Planning for sales success - the sales platform
- Selling strategies
- Managing existing customer relationships
- Managing the sales pipeline
- Finding new sales opportunities
- Effective approach strategies
- Telephone appointment making

**Course Dates:**

6th - 8th November 2018

26th - 28th February 2019

**Venue:** Crowne Plaza London - Heathrow

**Cost:** £1590 + VAT

"I would not have believed how much a person can change in just two days. Seeing others make big improvements in such a short space of time really boosted my own confidence to try things I wouldn't normally consider."

**Course Dates:**

25th - 26th June 2019

**Venue:** Crowne Plaza London - Heathrow

**Cost:** £975 + VAT



## Professional Presentation Skills

### Who

Anyone who needs to be able to present convincingly and with confidence.

### Why

The key objective of the two day programme is to provide a comprehensive and effective process that will build the confidence to deliver effective and memorable presentations.

The key outputs are:

- A template for building the most appropriate presentation for the audience.
- Tools and guidelines for building presentation structure.
- Comprehensive feedback.

### What

The course focuses on:

- Understanding communication
- Planning the presentation
- Personal projection
- Non-verbal communication
- Managing your audience
- The use of audio and visual aids
- Personal action planning

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## Professional Negotiation Skills

### Who

Anyone in a sales, management or procurement role who are directly involved in negotiation.

### Why

This course takes a practical approach to negotiation, with delegates given the opportunity to apply new methods and skills in a number of realistic scenarios.

The key outputs are:

- A clearly defined and efficient negotiation process.
- A series of highly effective negotiation tools.
- A defined framework for improving the returns on commercial agreements.

### What

The course focuses on:

- The negotiation process
- The preparation phase
- The discussion phase
- The proposing phase
- The bargaining phase
- Agreeing to agree
- Personal action planning

**Course Dates:**

30th - 31st October 2018

12th - 13th March 2019

**Venue:** Crowne Plaza London - Heathrow

**Cost:** £975 + VAT

"I already recognise the need to treat people differently; now I know exactly what to change and when. It will have an enormous impact on how I work with each team member."

**Course Dates:**

18th - 19th September 2018

16th - 17th April 2019

**Venue:** Crowne Plaza London - Heathrow

**Cost:** £1099 + VAT



## Leading & Motivating the Team

### Who

Senior managers and line managers who have to achieve their objectives through their team members.

### Why

Getting the most out of your team requires commitment. This course reveals why people do the things they do and how managers can adapt their own behaviour in order to facilitate change in the team.

The key outputs are:

- A comprehensive template for managing the motivation of individuals.
- A series of self assessment outputs to better understand personal behaviour.
- A personal guide for adapting leadership style.

### What

The course focuses on:

- Leadership or management
- Leadership style
- Motivation
- Implementing change
- Decision making
- Personal action planning

## Performance Management

### Who

Senior managers or line managers who have to achieve their objectives through their team.

### Why

In an increasingly competitive world it is imperative that managers create a team around them that are able to deliver results. This two day course defines the core components of a performance management approach that aligns capability, activity and measurement to business and personal objectives

The key outputs are:

- A highly effective process for reviewing performance.
- A detailed template for improving individual and team performance.
- A process for identifying development needs.

### What

The course focuses on:

- Selling business objectives
- Monitoring performance
- Performance review meetings
- Team meetings
- Training and development
- Time management
- Personal action planning



**Course Dates:**

23rd - 24th April 2019

**Venue:** Crowne Plaza London - Heathrow

**Cost:** £1099 + VAT



"I assumed my extensive sales experience was enough to contribute during the visits I attend, but now I realise just how important it is to support my team members while they do the selling."

**Course Dates:**

5th - 6th February 2019

3rd - 4th September 2019

**Venue:** Crowne Plaza London - Heathrow

**Cost:** £1099 + VAT



## Sales Leadership Planning

### Who

Sales leaders, directors and managers who have direct responsibility for leading and managing a sales team.

### Why

This course introduces tools and methods that will enable sales leaders and managers to plan and execute effective sales strategies and create sales plans that deliver results.

The key outputs are:

- A highly effective business planning process.
- A comprehensive sales activity management methodology.
- A clearly defined pipeline management process.
- Tools for measuring and monitoring performance.

### What

The course focuses on:

- The factors that influence sales performance
- The sales planning process
- The sales platform concept
- Managing the pipeline
- Implementing the sales plan
- Personal action planning

## Sales Leadership in the Field

### Who

Sales directors, leaders and managers who have direct responsibility for leading and managing a sales team.

### Why

Supporting the sales team in the field is an essential part of the sales leader's role. This course develops the key skills and a way of working that enables sales leaders to have an effective and direct influence on the ability of the team to perform at the highest level.

The key outputs are:

- A comprehensive criteria for evaluating an effective sales visit.
- A highly effective coaching guide.
- A detailed template for managing joint sales visits.
- A comprehensive feedback process.

### What

The course focuses on:

- Monitoring results
- Managing joint ventures
- Coaching or managing
- Giving feedback
- Recognising good performance
- Personal Action Planning



**Course Dates:**

20th - 21st November 2018

26th - 27th March 2019

**Venue:** Crowne Plaza London - Heathrow

**Cost:** £1099 + VAT





## What to do next?

### Contact Mercuri

- To arrange to speak to a Consultant:

Call: + 44 (0) 330 9000 800

- To receive information about our Consultancy and Training services:

Email: [training@mercuri.co.uk](mailto:training@mercuri.co.uk)

- To network and share information join us on:

LinkedIn: [/company/mercuri-international-uk-ltd](https://www.linkedin.com/company/mercuri-international-uk-ltd)

- To find out more visit:

[www.mercuri.co.uk](http://www.mercuri.co.uk)