



Mercuri International

PROFESSIONAL MASTERCLASSES

MERCURI
international





CONTENTS

INTRODUCTION TO MERCURI INTERNATIONAL	3
SALES LEADERSHIP MASTERCLASSES	4
SALES LEADERSHIP PLANNING	5
COACHING SALES EXCELLENCE	6
LEADING AND MOTIVATING THE TEAM	7
SALES MASTERCLASSES	8
CONSULTATIVE SELLING SKILLS	9
SALES ACTIVITY AND PIPELINE PLANNING	10
KEY ACCOUNT MANAGEMENT	11
BUSINESS SKILLS MASTERCLASSES	12
PROFESSIONAL NEGOTIATION SKILLS	13
PROFESSIONAL PRESENTATION SKILLS	14

INTRODUCTION TO MERCURI INTERNATIONAL

MISSION

We deliver sales performance to organizations globally and locally through expertise and customized solutions.

VISION

Be the leading global expert that empowers organizations and people to achieve sales excellence.

- **WE ARE EXPERTS** in sales performance.
- **WE BRING OUT** your sales team's best.
- **WE INSTILL** in them your goals, bringing the company strategy to life.
- **WE PROVIDE** them with the tools and processes to prepare for new challenges.

FACTS AND FIGURES

OWNERSHIP

Mercuri International is owned by Bure Equity and listed on the Swedish Stock exchange - www.bure.se

FIGURES

- 200+ full-time employees
- 350+ part-time employees and contractors

EVERY YEAR

- 15,000 companies in 50 countries
- 18,000 workshops
- 240,000 learners



SALES LEADERSHIP MASTERCLASSES

The following masterclasses are designed for Sales Directors and Sales Managers who have direct responsibility for leading and managing a sales team.





SALES LEADERSHIP PLANNING

The main topics covered during the masterclass include:

- The Factors that Influence Sales Performance
- The Sales Planning Process
- The Sales Platform Concept
- Managing the Pipeline
- Implementing the Sales Plan
- Personal Action Planning



This masterclass sets out the key framework for building and leading an effective sales team.

It introduces tools and methods that will enable managers to plan and execute effective sales strategies and create sales plans that deliver the right results.

The Key Outputs:

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

This masterclass is for Sales Directors and Sales Managers who have direct responsibility for leading and managing a sales team.

2 day masterclass

Investment: £1,099 + VAT

Crowne Plaza, London Heathrow

April 9th - April 10th 2019

September 3rd – September 4th 2019



COACHING SALES EXCELLENCE

The main topics covered during the masterclass include:

- Coaching or Managing?
- Types of coaching
- Ways of working in the field
- Role of the Sales Leader
- Emotional Intelligence
- Giving Feedback
- Recognising Good Performance
- Personal Action Planning



Supporting the sales team in their activity and development is an essential part of the sales leaders role.

This masterclass 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:

- Pinpoint how to help your team members in their sales approach
- Develop feedback that is understood and acted upon
- Coach your team members to sales success

This masterclass is for Sales Directors and Sales Managers who have direct responsibility for leading and managing a sales team.

2 day masterclass

Investment: £1,099 + VAT

Crowne Plaza, London Heathrow

March 26th – March 27th 2019



LEADING AND MOTIVATING THE TEAM

The main topics covered during the masterclass include:

- Leadership or Management?
- Leadership Style
- Motivation
- Implementing Change
- Decision Making
- Personal Action Planning



Getting the most out of your team requires effort and commitment. It also means you need to focus on the things that can influence their behaviour.

This masterclass 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:

- 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
- A detailed process for effective decision making

This masterclass is for senior managers or line managers who have to achieve their objectives through their team members.

2 day masterclass

Investment: £1,099 + VAT

Crowne Plaza, London Heathrow

April 16th – April 17th 2019

SALES MASTERCLASSES

The following masterclasses are designed for all sales people who wish to develop a highly effective, successful and professional approach to selling.





CONSULTATIVE SELLING SKILLS

The main topics covered during the masterclass include:

- 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



The key objective of the masterclass 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 masterclass uses a range of interactive discussions, group tasks and extensive role play to make the learning experience fun, engaging and effective.

The Key Outputs:

- 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.

This masterclass is for all sales people who wish to develop a highly effective, successful and professional approach to selling.

3 day masterclass
Investment: £1,590 + VAT
Crowne Plaza, London Heathrow

June 4th – June 6th 2019

Hogarths Hotel, Solihull

May 21st – May 23rd 2019



SALES ACTIVITY AND PIPELINE PLANNING

The main topics covered during the masterclass include:

- 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
- Personal Action Planning



Effective selling means putting yourself in front of enough of the right people at the right time and talking about the right thing.

This masterclass 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:

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

This masterclass is for all sales people who wish to develop a highly effective, successful and professional approach to selling.

3 day masterclass

Investment: £1,590 + VAT

Crowne Plaza, London Heathrow

February 26th – February 28th 2019



KEY ACCOUNT MANAGEMENT

The main topics covered during the masterclass include:

- 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



The effective management of key relationships is critical to the success of any organisation.

This masterclass 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 for their chosen accounts.

The Key Outputs:

- A comprehensive toolbox 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 and activities that will increase the wallet share from key customers

This masterclass is for experienced sales people who have, or will soon have, responsibility for managing strategic relationships with key customers.

3 day masterclass

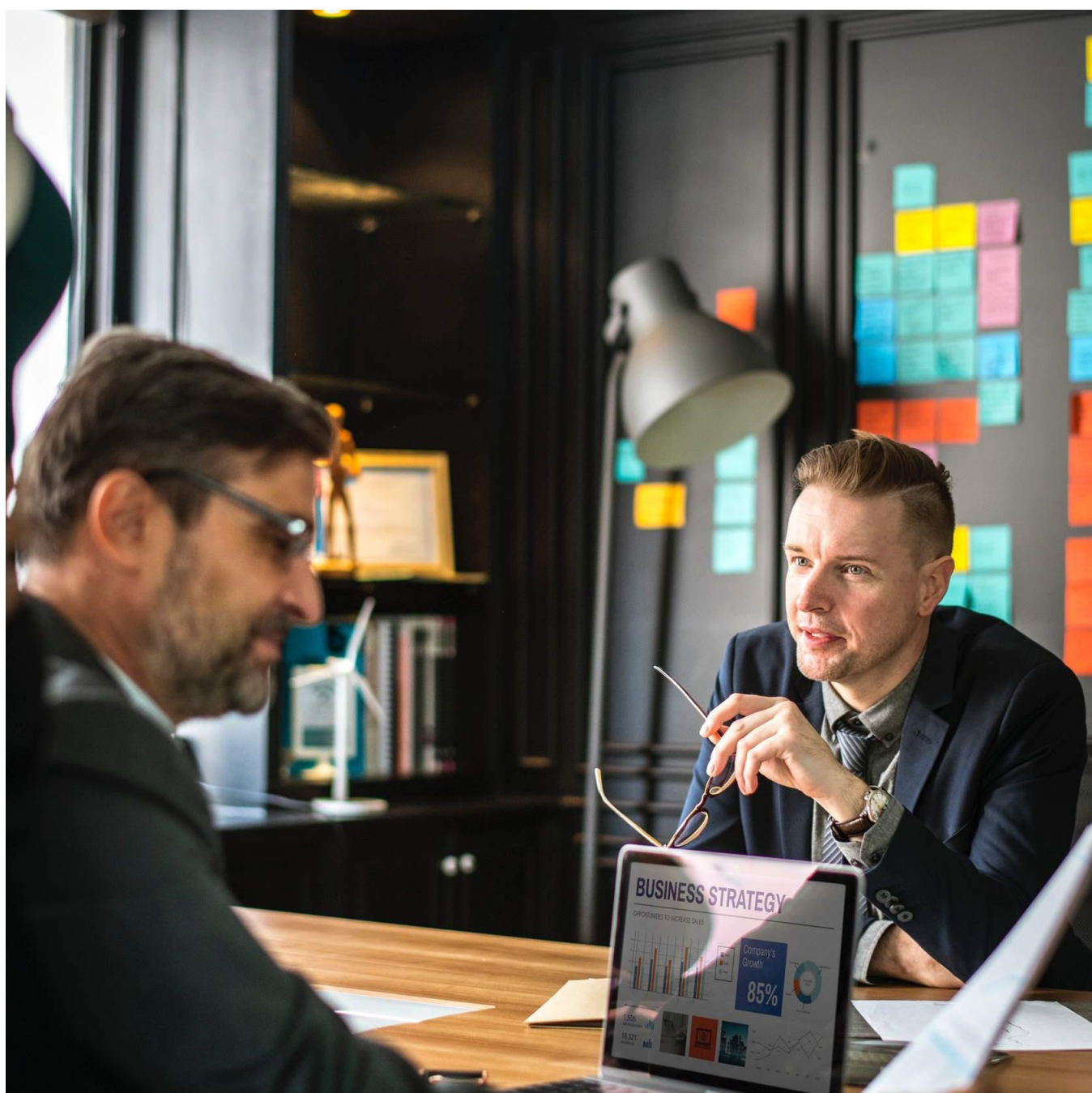
Investment: £1,690 + VAT

Crowne Plaza, London Heathrow

March 5th – March 7th 2019

BUSINESS SKILLS MASTERCLASSES

The following masterclasses are more generic by nature and are designed for those in a sales, management or buying role.





PROFESSIONAL NEGOTIATION SKILLS

The main topics covered during the masterclass include:

- The Negotiation Process
- The Preparation Phase
- The Discussion Phase
- The Proposing Phase
- The Bargaining Phase
- Agreeing to Agree
- Personal Action Planning



In a highly competitive environment it is important to focus on getting the best return for your efforts.

This masterclass takes a practical approach to negotiation, with participants given the chance to apply new methods and skills in a number of realistic scenarios.

The Key Outputs:

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

This masterclass is for those in a sales, management or buying role who would be directly involved in sales negotiations.

2 day masterclass

Investment: £975 + VAT

Crowne Plaza, London Heathrow

March 12th – March 13th 2019

May 14th – May 15th 2019



PROFESSIONAL PRESENTATION SKILLS

The main topics covered during the masterclass include:

- Understanding Communication
- Planning the Presentation
- Personal Projection
- Non-verbal Communication
- Managing your Audience
- The Use of Audio and Visual Aids
- Personal Action Planning



Presenting in public is seen as one of the most stressful activities in life.

This masterclass is designed to provide a comprehensive and effective process that will build the confidence to deliver effective and memorable presentations.

The Key Outputs:

- A template for building the most appropriate presentation for the audience
- Tools and guidelines for building presentation structure
- Each individual will keep a copy of their own presentations throughout the 2 days, including the feedback provided

This masterclass is for anyone who needs to be able to present convincingly and with confidence.

2 day masterclass

Investment: £975 + VAT

Crowne Plaza, London Heathrow

June 25th – June 26th 2019



Mercuri International is the world's largest business performance consultancy, with local offices in over 50 countries.

We have more than 50 years' experience helping companies implement strategies and achieve powerful results.

We take your performance to a higher level.

Website: <http://mercuri.co.uk/>

Call: +44 (0) 330 9000 800

Email: ukinfo@mercuri.co.uk

MERCURI
international

