

# Mercuri International Case Study

Powerful Sales Performance

## The Results

- ★ An increase in campaign win rate of 17% over a 3 year period.
- ★ A 93 % Programme implementation rate
- ★ The system is still being used 13 years after installation



## Leading Aero Engine and Power generation Company

Mercuri International were tasked to design, build and implement a strategic selling methodology for one of the world's leading aero engine and power generation organisations. The objective being to improve the execution of engine sales campaigns.

The target was to improve the campaign win rate by double digits over a 3 year period. In addition Mercuri was tasked to build and install the tools and skills necessary to implement these campaigns in a very complex sales environment.

Mercuri approached this project by building a bespoke strategic selling system which contained all the elements needed to work in a multi contact, commercially complex and lengthy sales process. The design was totally bespoke.

## The Method

The project comprised of a series seminars over a flexible period of time to reflect the sales cycle where each campaign team worked on their real live campaign.

These seminars were a mixture of the installation of the strategic selling system and the use of the system followed by coaching and the production and execution of a detailed campaign plan.

This required a massive understanding of the clients market and a flexible approach to reflect the real time and live nature of the campaign

Senior management briefing and input sessions ensured the process was spread throughout the organisation and that the relevant support was and still is available

**MERCURI INTERNATIONAL**  
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