

# Mercuri International Case Study

Powerful Sales Performance

## The Results

- ★ £191,000 sales increase across the fifteen selected capture accounts
- ★ 305% increase on project fees or a return of £3.05 for every £1 spent based on a control group



Aldridge Security Ltd, a leading wholesaler of security products in the UK and Ireland approached Mercuri International to develop sales within their existing account base.

The target was to grow the business by 7% in 2006 and increase sales in their Top 50 accounts by the same margin, this in a climate of competitive pressure, rising costs and previously flat company growth.

Mercuri reacted by creating an in-depth and innovative project that commenced in January 2006 and was constructed around the already successful "Capture Process."

## The Method

The project comprised of a series of four seminars over a twelve month period where each sales person selected three "Capture" accounts from their top fifty customers.

These customers were then analysed and managed using Mercuri techniques to identify areas of sales growth.

This client based approach allows the account manager to apply techniques and learning directly to defined accounts to impact on the sales growth required.

The results were measured using the Kirkpatrick model of training measurement.

**MERCURI INTERNATIONAL**  
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