

# Mercuri International Case Study

Powerful Sales Performance

## The Results

- ★ Significant uplift in Sales Activity
- ★ New Customers Secured
- ★ Improved forecasting accuracy
- ★ Return on Investment in Multiples



SHAPING the FUTURE with PLASTICS

Borouge is a leading provider of innovative value creating plastic solutions. With exciting new market opportunities in China and South East Asia the company has greatly expanded its manufacturing capacity in order to capitalise on increasing demand.

With a young, energetic but inexperienced sales force optimising market opportunity presented several serious challenges.

Mercuri were approached with a view to training and implementing leading edge sales processes, tools and competencies to allow the team to take maximum advantage from the growing but highly competitive marketplace.

## The Method

Firstly the team were provided with the confidence and competence to position the Borouge Value Proposition in the marketplace. Differentiation from local and international competitors was key to success.

Once these skills were embedded the team moved on to implement processes to deal with customer selection, opportunity management, pipeline and forecasting accuracy and key account retention.

At every point the emphasis was on professionalism and creating a compelling argument to choose Borouge over all other suppliers.

The journey has so far taken 18 months and the team continues to expand in size as it handles more demanding targets founded on previous success.

**MERCURI INTERNATIONAL**  
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