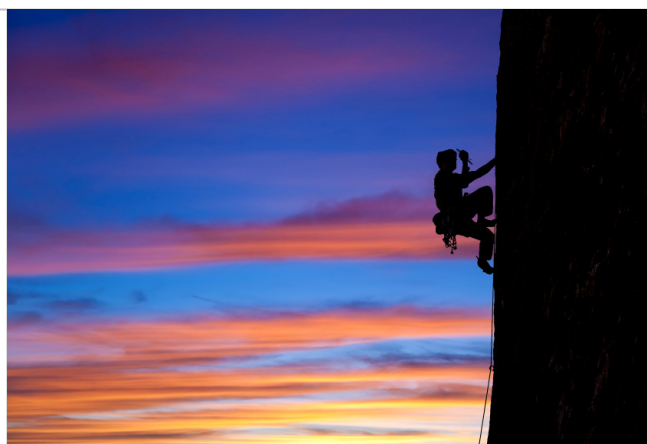


Mercuri International Case Study

Powerful Sales Performance

The Results

- ★ 25% of “extra” new business directly attributed to the new business acquisition project
- ★ Increase of 5% in new business opportunities identified in a mature market



Global Chemical Company

With a UK market share just over 90% this chemical manufacturer was looking to find new ways of finding growth opportunities in a very mature market.

The objective of the project with Mercuri was to create a more efficient way of working that would drive out new sales opportunities from within existing customer relationships and help target new customer opportunities.

As part of the project Mercuri were able to introduce a number of new working methods that improved the overall customer management approach.

It also created a more integrated way of working across the whole commercial team.

The Method

The project introduced a new account management process based on the Mercuri concept of Sales Platform.

This process was rolled out to all members of the sales and commercial teams, along with senior operational managers.

The commercial team were able to create new customer management tools that directed their activity into more effective areas.

This new approach also created new customer retention initiatives, greater co-operation between departments and a planning methodology that would be used for all future business growth initiatives.

MERCURI INTERNATIONAL
www.mercuri.net

For more information contact:
Paul Cochrane
Tel: 0121 706 3400
Email: Paul-Cochrane@mercuri.co.uk

