

# Mercuri International Case Study

## Powerful Sales Performance

### The Results

- ★ Market Share growth from 33.7% to 42.2%
- ★ Over the same period Return on Sales has grown from 4% to 6.2%
- ★ Finance penetration rates are at the highest level ever at 86%.



## **CLAAS**

Claas UK is a subsidiary of the family owned German agricultural machinery manufacturer. Their main product lines are self propelled harvesting machines. Over many years they built a fine reputation for efficient & productive systems.

Similarly, competitors spent many years refining and improving their products attempting to close the performance gap. Claas operate on a truly global scale with a substantial professional network of owned, managed and 3<sup>rd</sup> party sales channels.

This case study covers a 2 year period; since this case study was created Claas have gone on to launch into new markets and products. We are currently measuring the impact our the new Claas Sales Leader programme and the results will be published here in 2010.

### The Method

The project comprised of a diagnostic phase utilising simulated business meetings to observe and capture the best sales practices at Claas UK.

Identified best practices were supplemented by Mercuri know-how and sales expertise. A Manual of Best Practice was created focusing on unique sales situations and business cases found in the Agricultural Equipment segment.

Then a programme of one day “experiential” training events was created and linked to the core machinery training events for all sales people.

This case study provided enough evidence for Claas to roll out the programme around their world and now, the next version is in preparation.

**MERCURI INTERNATIONAL**  
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## Additional Information

If both market share and return on sales had remained at the initial figure then Claas UK's profit over the period would only have been 50% of what was actually achieved.

How much of this £1.9Million difference in profit is due to the work of Mercuri International?

Management at Claas UK suggest between 20% and 25% of their sales performance improvement is directly attributable to the increase in skills and professionalism of their sales people trained by Mercuri International.

Even if we take a more conservative view and say that only 15% of the improvement is due to the work of Mercuri International, then Claas UK have seen a 275% return in bottom line profit.

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