



MERCURI INTERNATIONAL

SALES & MANAGEMENT SKILL LIBRARY DIGITAL CONTENT



SALES & MANAGEMENT SKILL LIBRARY



Empower all your people with the skills they need to grow - and reach their full potential



Successful sales start before you even meet the customer - these are the strategic building blocks of better sales



The skills your people need on the front line to convert prospects



Great teams need great leadership, so we help you get the very most from your most valuable asset - your people

EASY TO CUSTOMIZE:

Different levels of localization and customization




MAIN TOPICS

MERCURI INTERNATIONAL

OFF-THE-SHELF DIGITAL CONTENTS LEARNING PATHS



WELCOME




KICK OFF MEETING




TEASER/
VIDEO AGENDA

STEP 1




DIGITAL
MODULES




ESSENTIALS



VIRTUAL SESSION




HOMEWORK




CHECKLIST

STEP 2




CHECKLIST




HOMEWORK



VIRTUAL SESSION



ESSENTIALS




DIGITAL
MODULES

STEP 3




DIGITAL
MODULES



ESSENTIALS



VIRTUAL SESSION



HOMEWORK



PATH
CERTIFICATION



This is an example of our learning paths, including interactive content, videos, exercises, questionnaires, downloadable documents. All material is supported from laptops, tablets and smartphones.

ESSENTIAL SELLING SKILLS



OBJECTIVES

Reinforce your selling skills and improve your sales results.



WHAT YOU WILL LEARN

Brush up on your essential selling skills, which are always at the base of any successful sales conversation. In this module you will meet Roger, a sales consultant facing new challenges, and Angela, his coach who will guide him towards sales excellence. Following their story, you will discover all the steps of the sales process and get useful tips on how to apply relevant selling techniques.



4h 30 min of digital learning

Also in combination with face-to-face or virtual classroom.



EN – DE – FR – IT – SV – FI – NL – RU – SL – PL – CZ – PT – ES – DA – NO – ZH

Language codes available in the last slide



WITH AUDIO

ESSENTIAL SELLING SKILLS LEARNING PATH CONTENT OVERVIEW

1

INTRODUCTION TO THE DAPA SALES METHOD

- What does selling mean?
- What is DAPA?

2

PREPARATION

- How to collect information
- How to connect with the customer
- Define the target of the meeting
- How to structure the meeting

3

APPROACH

- How to approach the customer
- What is OPA?

4

DEFINING YOUR CUSTOMER'S NEEDS

- Defining needs
- Understanding your customer's needs
- Discover customer's needs with the DA-PA question bank
- Need discovery action tips

5

ARGUMENTATION

- Argumentation analysis
- Presenting the solution
- Using argumentation effectively
- Presenting the price
- Plan your argumentation
- Argumentation action tips

6

HANDLING OBJECTIONS

- How to handle objections
- More about handling objections
- Preparing to deal with objections
- Handling objections action tips

7

CLOSING THE DEAL

- Identify the buying signals and close the deal at the right time
- Apply the closing techniques
- Deal with final resistance and obtain a yes

8

FINAL CONSIDERATIONS

- Time to practice with a gamified scenario

ESSENTIAL INSIDE SELLING SKILLS



OBJECTIVES

Reinforce your selling skills when dealing with a customer remotely and improve your sales results.



WHAT YOU WILL LEARN

This course focuses on situations in which you won't meet the customer face to face but remotely. Take this course and get useful tips on how to apply relevant selling techniques. You will meet Roger, a sales consultant facing new challenges, and Angela, his coach who will guide him towards sales excellence.



5h of digital learning

Also in combination with face-to-face or virtual classroom.



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Language codes available in the last slide



WITH AUDIO

ESSENTIAL INSIDE SELLING SKILLS LEARNING PATH CONTENT OVERVIEW

1

INTRODUCTION TO COURSE

- Why master Essential Inside Selling skills?

2

PREPARATION

- How to collect information about the prospect

3

FIRST CONTACT

- How to make your LinkedIn profile PRO
- Build a powerful first message
- New contact hunting
- Creating effective posts on social networks

4

FIRST CONVERSATION

- How to connect with the prospect
- Define the target of the call
- How to structure the call

5

APPROACH

- How to approach the prospect: selected techniques

6

DEFINING CUSTOMER'S NEEDS

- Defining needs
- Understanding your customer's needs
- Discover customer's needs with the FOCA question bank
- Need discovery action tips

7

ARGUMENTATION

- Argumentation analysis
- Presenting the solution
- Using argumentation effectively
- Presenting the price
- Plan your argumentation
- Argumentation action tips

8

HANDLING OBJECTIONS

- How to handle objections
- More about handling objections
- Preparing to deal with objections
- Handling objections action tips

9

CLOSING THE DEAL

- Identify the buying signals and close the deal at the right time
- Apply the closing techniques
- Deal with final resistance and obtain a yes

REMOTE SELLING



OBJECTIVES

A practical guide to overcome the typical hurdles of remote selling.



WHAT YOU WILL LEARN

Discover how to take advantage of remote selling and turn each meeting into a success. Learn how to best use the new technologies that have considerably expanded the options for interacting with customers.



3h of digital learning

Also in combination with face-to-face or virtual classroom.



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WITH AUDIO

REMOTE SELLING LEARNING PATH CONTENT OVERVIEW

1

INTRODUCTION TO REMOTE SELLING

- Differences between face-to-face and virtual sales meetings

2

PREPARING FOR THE MEETING

- Preparing for the meeting
- Collecting customer Info on the web
- Collecting customer Info during the meeting - checklist
- Prepare your virtual meeting with the 4S method
- Preparation checklist

3

THE WEB-BASED MEETING

- The web-based meeting
- Effective use of web meetings
- Virtual meeting checklist
- Effective slideshow for virtual presentation
- Effective slideshow checklist

4

ACTIVE COMMUNICATION

- Active communication
- Active listening
- The many facets of a message
- Effective virtual communication
- Using storytelling to engage your audience
- Breaking the ice in a web-based meeting

5

SELLING ON THE PHONE

- 7 tips for effective selling on the phone

VALUE BASED SELLING



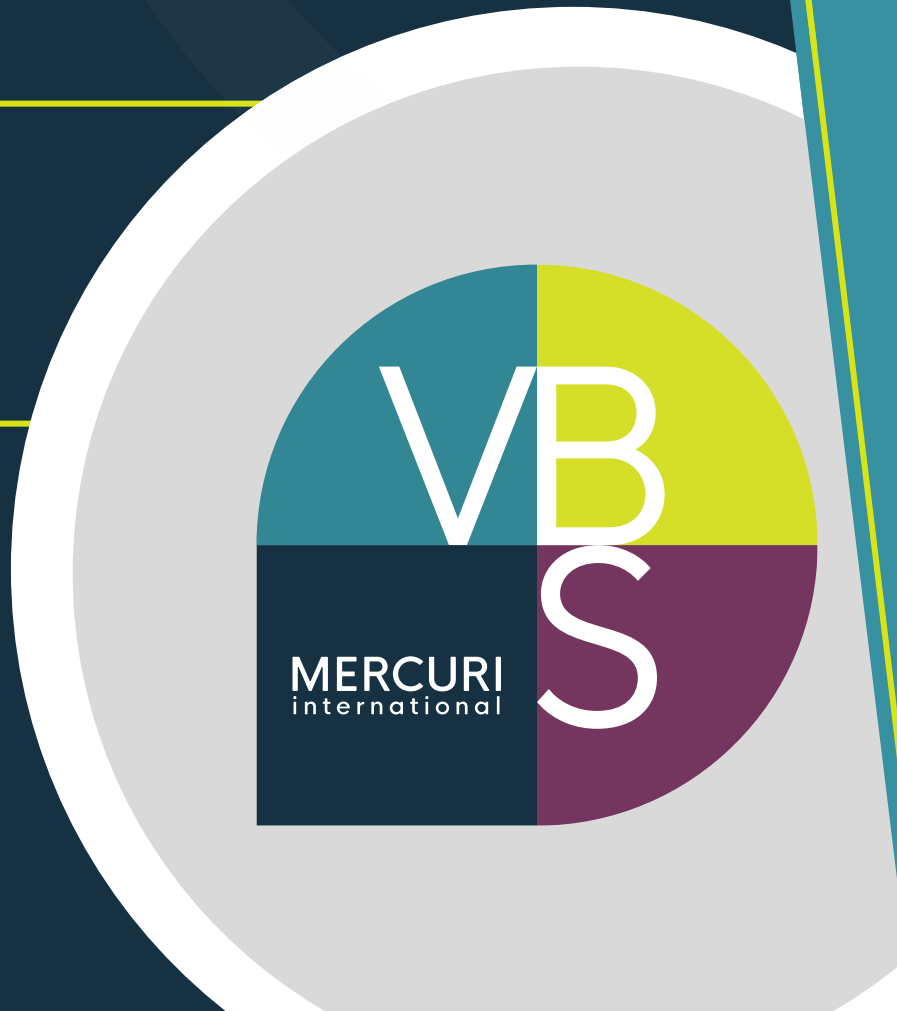
OBJECTIVES

The right methodology can help you find new areas of value and deliver them to your customers for improved results.



WHAT YOU WILL LEARN

Get your customers to perceive the true value of your offer by getting your message across clearly and convincingly. In today's challenging selling situations, a traditional sales approach is not enough. And this module will give you all the solutions you need.



9h of digital learning

3 days of instructor-led classroom or
12h of virtual classroom



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WITH AUDIO

VALUE BASED SELLING LEARNING PATH CONTENT OVERVIEW

1

UNDERSTANDING VALUE BASED SELLING

- The RISE process
- Differentiated selling
- Empathy projection test

2

RESEARCH –PART 1

- The FOCA technique
- Discovering your client's needs and motivations

- Ensuring cooperation: understanding your key stakeholders
- Contact alignment

3

RESEARCH – PART 2

- Understanding your client's needs
- Asking questions
- Need discovery

4

INVENT YOUR VALUE PROPOSITION

- The power of value
- Getting to know the different levels of communication
- The value chain and competitive advantage

5

SHOW YOUR VALUE PROPOSITION

- The value story
- Using storytelling to engage your audience
- Argumentation

6

ENGAGE YOUR CUSTOMERS

- Dealing with Clients' Objections
- How to be assertive in difficult situations
- Handling objections

7

RECAP AND PRACTICE

- Handbook
- Takeaways

8

ANALYZING OPPORTUNITIES AND CASE PREPARATION

- Opportunity plan

OPPORTUNITY TO ORDER



OBJECTIVES

Increase your chances of converting opportunities into orders.



WHAT YOU WILL LEARN

As a salesperson you might have several opportunities to consider. However, not all opportunities are worth going for, and it's crucial to learn how to distinguish them. This path will help you discover how to analyze and manage an opportunity and turn it in a successful sale.



2h of digital learning

Also in combination with face-to-face or virtual classroom.



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SV

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OPPORTUNITY TO ORDER LEARNING PATH CONTENT OVERVIEW

1

ASSESSING THE OPPORTUNITY

- Key information to master when assessing an opportunity
- Is it real? Is it attractive? Can you win it?

2

SOLUTION STRATEGIES

- Six selling situations and how to face them
- Opportunity management

3

CONTACT ALIGNMENT

- The players
- The SETUP model
- The power balance
- What attitude the players have
- Individual alignments

4

PRESENTING THE SOLUTION

- Customer's buying process
- How to structure the presentation of a solution
- Selling value
- Which tactic can you use?

5

CONCLUSIONS

Opportunity plan

HOW TO BECOME A BETTER NEGOTIATOR



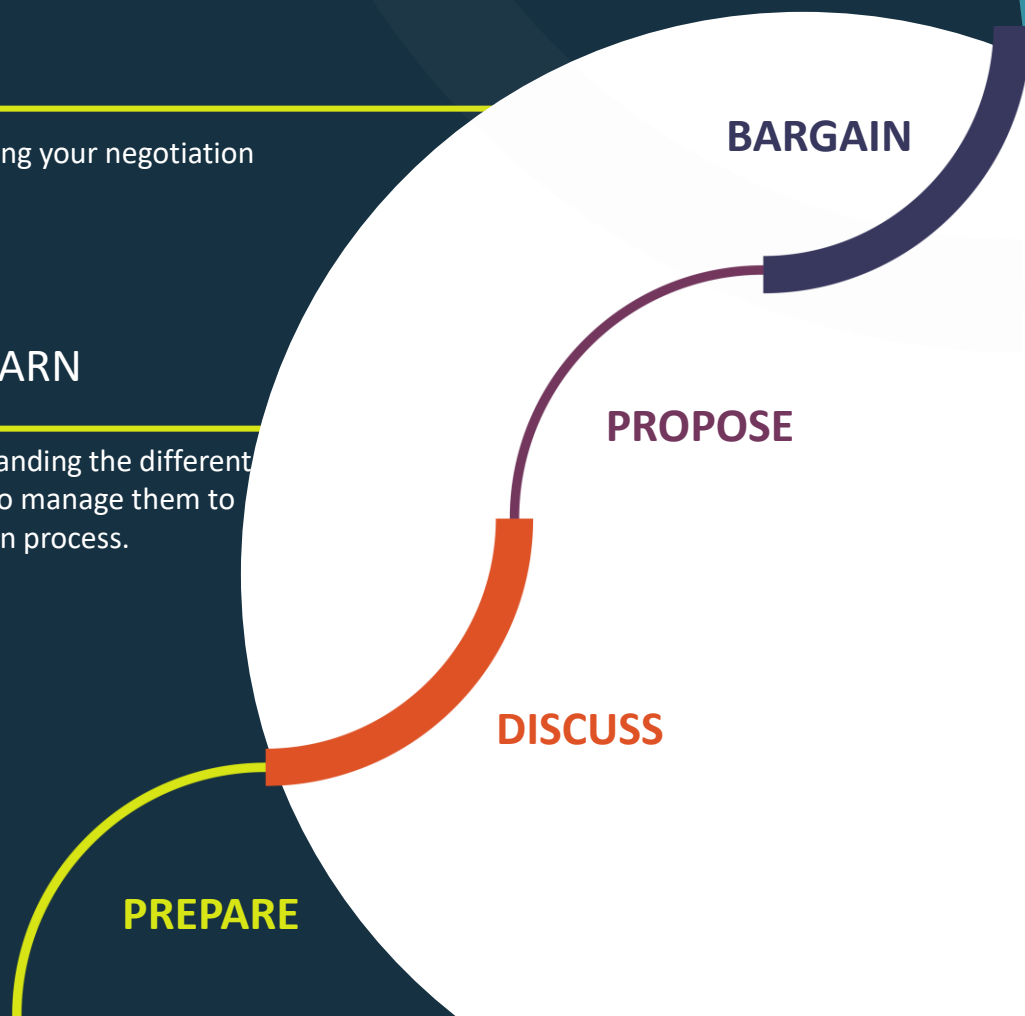
OBJECTIVES

Become a successful negotiator by up-skilling your negotiation tactics.



WHAT YOU WILL LEARN

Improve your negotiation skills by understanding the different stages of a negotiation process, and how to manage them to effectively handle the complete negotiation process.



3h of digital learning

Also in combination with face-to-face or virtual classroom.



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WITH AUDIO

HOW TO BECOME A BETTER NEGOTIATOR

LEARNING PATH CONTENT OVERVIEW

1

INTRODUCTION TO NEGOTIATION

- What's your negotiation style?
- What negotiation means
- Prerequisites for negotiation
- The negotiation process

2

PREPARE

- The Harvard Negotiation Concept
- Component analysis
- Preparation guide

3

DISCUSS

- The importance of the discussion phase
- Understanding positions and interests

4

PROPOSE

- ZOPA (Zone Of Possible Agreement)
 - BATNA (Best Alternative To Negotiated Agreement)
 - Order the concessions
- The signals to move or make a concession
- Understand the balance of power

5

BARGAIN

- The importance of the bargaining phase
- The tactics to be used
- Ploys buyers use
- Deadlocks

KEY ACCOUNT MANAGEMENT



OBJECTIVES

This program aims to guide Salespeople when managing important customers, also known as Key Accounts.



WHAT YOU WILL LEARN

This path allows Salespeople to implement a customer-focused strategy not just to secure the existing business, but also to grow new, exciting business with the Account.



4h 30min of digital learning

Also in combination with face-to-face or virtual classroom.



EN – ZH – FI – SV – NO – FR – DE – DA – ES – NL* – IT – RU – PL – SL

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WITH AUDIO

KEY ACCOUNT MANAGEMENT LEARNING PATH CONTENT OVERVIEW

1

INTRODUCTION

- Why do we need KAM?
- Succeeding in Key Account Management

2

GAIN ACCOUNT INSIGHTS – CUSTOMER ANALYSIS

- The importance of analysis
- Conducting an account analysis
- White spot analysis
- How to make your value tangible

3

GAIN ACCOUNT INSIGHTS – RELATIONSHIP ANALYSIS

- Contact alignment
- Stability criteria

4

SET OBJECTIVES & STRATEGY

- Set objectives and strategy
- SMART objectives – a guide
- Why the ‘account business plan’?
- The ABP template

5

MANAGE RELATIONSHIPS

- Preparing an impactful positioning statement
- Connecting with the DMU

6

IDENTIFY & GENERATE OPPORTUNITIES

- Assessing the opportunity
- Solution strategy
- How to turn down an opportunity

7

DEVELOP & DELIVER VALUE

- The power of value
- Developing a value proposition
- Using storytelling to engage your audience

8

REVIEW & ADAPT

- Let's wrap up!

9

MANAGE CHALLENGING SITUATIONS

- Understanding personality types (with 4P test)
- Managing challenging communication (with life positions test)
- The DESC method

SALES ACTIVITY MANAGEMENT



OBJECTIVES

Plan your future sales results with the aid of the RAC-PASS model to actively manage your (or your team's) sales activity.



WHAT YOU WILL LEARN

Discover how to plan and achieve your (or your team's) future sales results starting from the analysis of the current situation. Follow Mercuri's RAC-PASS system to make sure you understand how it affects the final revenue and plan every aspect that will concur in achieving your new targets.



2h 30min of digital learning

Also in combination with face-to-face or virtual classroom.



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WITH AUDIO

SALES ACTIVITY MANAGEMENT LEARNING PATH CONTENT OVERVIEW

1

INTRODUCTION

- Understand what the RPAC-PASS methodology is about and how it links all the elements together

2

RPAC - RESULTS

- Analyse the correct indicators to understand the structure of sales results and how close it is to the target

3

RPAC - PORTFOLIO

- Learn how to objectively analyse the strengths and weaknesses of the customer portfolio to forecast income with more precision

4

RPAC - ACTIVITIES

- Understand how to improve the effectiveness of sales activities by taking into consideration the key indicators

5

RPAC - COMPETENCIES

- Discover what key competencies should be developed to carry out the activities needed to achieve sales results. Do this by learning how to read the results, portfolio and activities analysis outcome

6

PASS – PLAN YOUR FUTURE

- Create a sales Action Plan based on the results of the RAC analysis and define what kind of Support and Supervision is needed to achieve target results

EFFECTIVE LEADERSHIP



OBJECTIVES

A 360° training course on everything that leadership involves, to make you a more effective leader.



WHAT YOU WILL LEARN

The modern workplace depends on continuous and increasing flexibility, requiring an up-to-date leader and, these days, a shift to remote working. What does this mean for leaders like you? How can you develop your leadership skills and adapt them to a remote team?



7h of digital learning

Also in combination with face-to-face or virtual classroom.



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WITH AUDIO

EFFECTIVE LEADERSHIP LEARNING PATH CONTENT OVERVIEW

1

INTRODUCTION TO EFFECTIVE LEADERSHIP

- The risks and opportunities of remote working

2

UNDERSTANDING COMMUNICATION

- The many facets of a message
- Discover your style! (4P Test)
- Understanding personality types
- Effective virtual communication

3

ACTIVE COMMUNICATION

- Learning to listen
- Managing challenging communication

4

MASTERING VIRTUAL MEETINGS

- Differences between face-to-face and virtual meetings
- Effective use of web meetings
- Effective use of web meetings checklist

5

ADAPTIVE LEADERSHIP

- Adaptive Leadership 1
- Adaptive Leadership 2
- Competence assessment test
- Competence assessment: matrix

6

THE BASICS OF COACHING

- GROW coaching model
- Setting SMART objectives
- Enhancing motivation
- Motivation test

EXCELLENCE IN CUSTOMER EXPERIENCE



OBJECTIVES

Ensure your customer a unique experience, to make them satisfied and loyal to your company.



WHAT YOU WILL LEARN

Customers no longer base their purchase decision only on the product or service, but on all kinds of perceptions and interactions they have linked to a brand. Improve the ability to provide an unforgettable customer experience – a key factor for customer satisfaction and loyalty.



4h 30min of digital learning

Also in combination with face-to-face or virtual classroom.



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WITH AUDIO

EXCELLENCE IN CUSTOMER EXPERIENCE LEARNING PATH CONTENT OVERVIEW

1

DISCOVERING EXCELLENCE IN CUSTOMER EXPERIENCE

- What does Excellence in Customer Experience mean?
- What influences the customer experience and decisions?
- Your role in the customer-focused company
- What is customer satisfaction?
- How to make customers loyal
- The framework for powerful customer experiences

2

UNDERSTANDING COMMUNICATION

- The features of communication
- The many facets of a message
- The actors: people
- Understanding personality types

3

THE POWER OF STORYTELLING

- Why storytelling
- How can you build a powerful and engaging story?
- Using storytelling to engage your audience

4

ACTIVE LISTENING

- Why listen actively?
- The importance of active listening

5

EFFECTIVE QUESTIONING

- The importance of the right questions
- Why ask questions?
- How to question effectively

EXCELLENCE IN CUSTOMER EXPERIENCE LEARNING PATH CONTENT OVERVIEW

6

EXCELLENT CUSTOMER EXPERIENCE IN PERSON, VIA TELEPHONE AND EMAIL

- The key aspects of an Excellent Customer Experience in person, via telephone and email
- What does an Excellent Customer Experience in person, via telephone and email involve

7

HANDLING CUSTOMER OBJECTIONS

- The importance of handling the customer's objections appropriately
- How to handle customer's objections

8

DEALING WITH DIFFICULT SITUATIONS

- Why dealing with difficult situations?
- Life positions test
- Managing challenging communication
- The DESC method
- Handling your own emotions

PRESENTATION SKILLS 2.0 – A toolkit for the presenter of tomorrow



OBJECTIVES

Acquire the skills and the confidence needed to deliver powerful presentations.



WHAT YOU WILL LEARN

Conquer the audience during a presentation, built with a consistent structure and delivered with appropriate body language. Discover how to handle the audience's questions and manage the setting of the presentation appropriately. Take part in Mercuri's Got Talent, the Talent Show in which contestants are asked to overcome some challenges and prove how good they are at presenting.



PRESENTATION SKILLS



3h 30min of digital learning

Also in combination with face-to-face or virtual classroom.



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WITH AUDIO

PRESENTATION SKILLS 2.0

LEARNING PATH CONTENT OVERVIEW

1**COMMUNICATION**

- Effective communication
- The many facets of a message
- Discover your communicative style
- Understanding personality types
- Managing challenging communication
- Active listening

2**MESSAGE**

- How to write the content of your presentation
- Tips on how to insert your content in PowerPoint

3**PRESENCE**

- How to use your body language and voice during a presentation

4**AUDIENCE MANAGEMENT**

- Dos and Don'ts for an excellent management of the audience during a presentation
- How to handle your audience's questions

5**SETTING**

- How to manage your presentation in a standing, seated and virtual environment

TIME MANAGEMENT



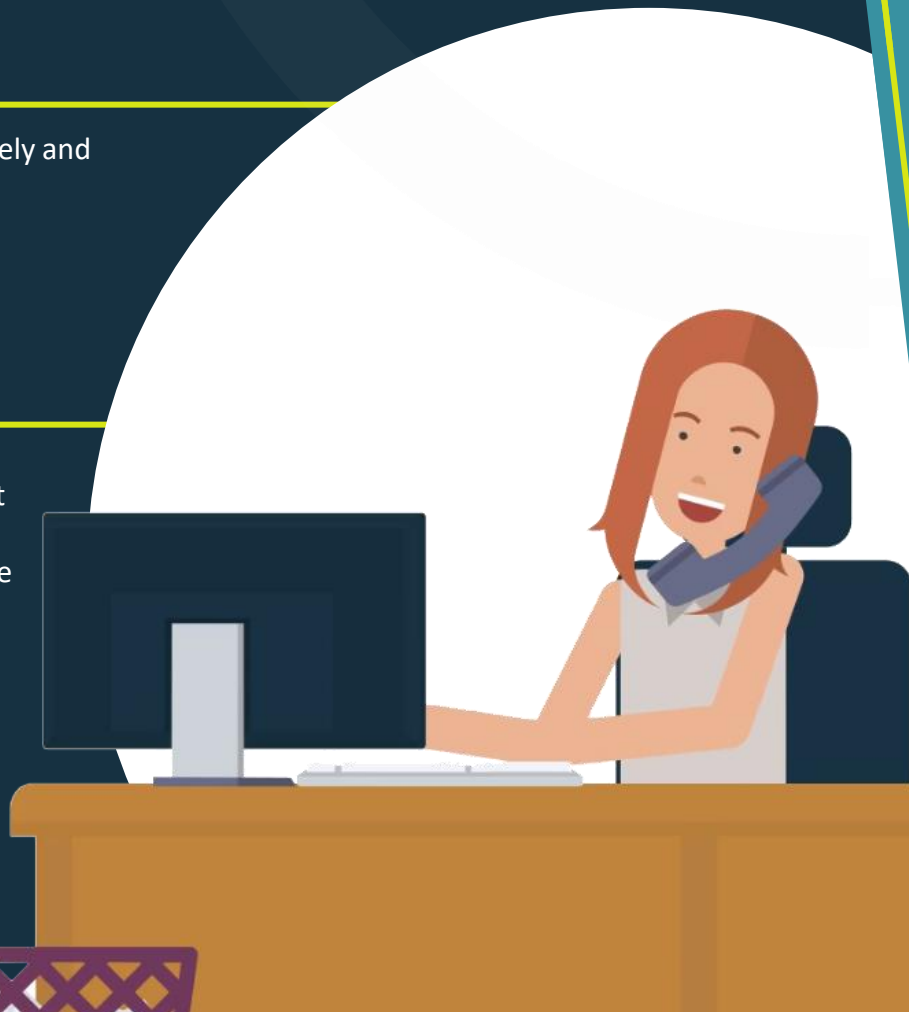
OBJECTIVES

Apply the right strategies to manage your time effectively and achieve your ultimate goals.



WHAT YOU WILL LEARN

Discover all the strategies that can help you manage your life efficiently and effectively, understanding what important activities need to be completed to achieve your goals and all those that make you waste your time instead.



1h of digital learning

Also in combination with face-to-face or virtual classroom.



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WITHOUT AUDIO

TIME MANAGEMENT CONTENT OVERVIEW

DEFINING YOUR PRIORITIES

1

- Understand how to prioritize goals and achieve them by focusing on important tasks

FOCUSING ON WHAT IS IMPORTANT

2

- Understand the difference between what is important and what is urgent
- Define what tasks need to be prioritized and what can be delegated

HOW TO BE EFFICIENT AND EFFECTIVE

3

- Discover the 4 situations we encounter when dealing with a task and how to manage them
- Explore some useful tools that help better organize your work

4

HOW TO DELEGATE

- Learn how, what and when to delegate
- Evaluate the pros and cons of the delegation process
- Discover what are the best strategies you can apply to succeed when delegating

5

HOW TO SAVE TIME TOP 20

- Discover the 20 top tips that can help you save time and become more productive

6

STRATEGIES TO MANAGE TIME AND REDUCE STRESS

- Explore the best strategies that can help you manage your time effectively while reducing stress

7

TIMEWASTERS

- Recognize all those useless activities that make you waste your precious time and learn how to avoid them

SOCIAL SELLING



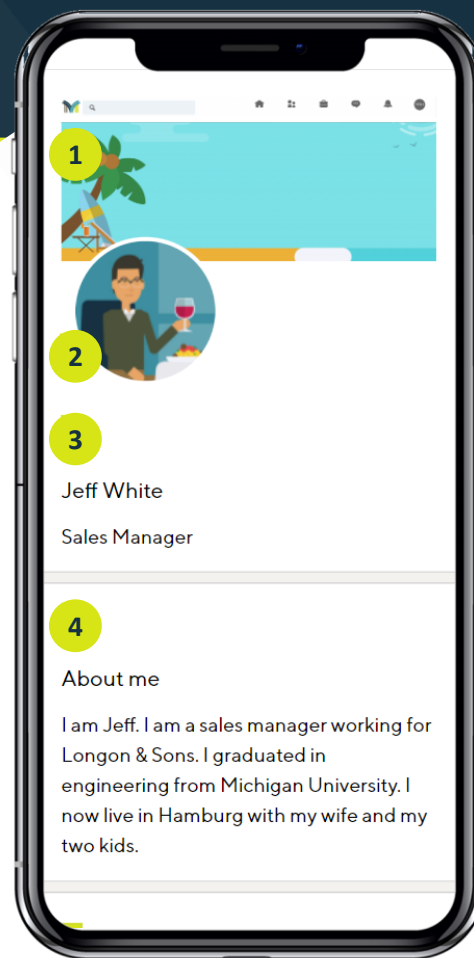
OBJECTIVES

Establishing a professional presence on dedicated social networks.



WHAT YOU WILL LEARN

The goal of this program is to allow Sales People to reach new potential customers and to consolidate existing ones by managing their activity on dedicated social networks.



30 minutes of digital learning
Also in combination with face-to-face or virtual classroom.



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WITHOUT AUDIO

SOCIAL SELLING CONTENT OVERVIEW

1

PROFILE PRO – BUILD YOUR PROFESSIONAL PROFILE

- Understand what it takes to build a professional profile
- Learn the most common mistakes
- Discover the best option to improve a regular profile

2

NEW CONTACTS HUNTER – IMPROVE YOUR NETWORK

- Find out the best techniques to connect with new potential customers
- Learn the most effective approach to turn leads and contacts into real prospects

3

POSTING ARTIST – CREATE EFFECTIVE POSTS

- Discover the key elements for an effective post
- Understand what it's worth to share on these platforms
- Find out useful tips for your posting habits

LEADING AND MANAGING MULTIFUNCTIONAL TEAMS



OBJECTIVES

Get insights on how to gather a valuable group of people, communicate with them and make sure they all pull in the same direction.



WHAT YOU WILL LEARN

Managers learn to manage the efficiency of one or more multifunctional teams by discovering how to build a team, how to be trusted by the people who compose it, how to influence them even without the authority to do so and how to leverage cultural differences.

- Module 1: Team Basics
- Module 2: Building Trust
- Module 3: Influence without Authority
- Module 4: Culture – Leveraging Differences
- Module 5: Cultures in business



20min of digital learning
Also in combination with face-to-face or virtual classroom.



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WITHOUT AUDIO

LEADING AND MANAGING MULTIFUNCTIONAL TEAMS CONTENT OVERVIEW

1

TEAM BASICS

- Understand what it takes to build an effective team to manage people in order to ensure the success of your projects.

2

BUILDING TRUST

- Learn how trust can influence business relationships, either internally within a team or externally with a customer and discover tips and tricks to build trust.

3

INFLUENCE WITHOUT AUTHORITY

- Understand that you can influence people even without having the authority to ask them to perform certain tasks. Discover the right strings to pull to reach objectives.

4

CULTURE – LEVARAGING DIFFERENCES

- Tear down the barriers that may occur when making business or collaborating with people from different cultures. Ensure effective communication at all times.

5

CULTURES IN BUSINESS

- Learn how different cultures have different habits that reflect on how they manage business with practical examples.

PRICING KIT



OBJECTIVES

Sell the price increase with confidence



WHAT YOU WILL LEARN

In these times - with increasing challenges from supply bottleneck, supply chain disruption, exorbitant increases in energy, logistics, production and procurement costs - what should salespeople do to be successful when selling the price?

Improve the ability to sell the price increase, mastering effective argumentation, conveying the value of your offer, handling customer's objections and getting acceptance.



PRICING KIT



Duration and formats may vary
Depending on the elements included in the preferred Pricing Kit



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WITH AUDIO

PRICING KIT CONTENT OVERVIEW

1

VALUE BASED SELLING

- Change your sales approach by bringing in the value of your own offer and conveying the message in an impactful way

2

NEGOTIATION SKILLS

- Negotiate effectively, managing concessions, variables, customer's tricks and tactics

3

PERSONAL BEHAVIOR, PERSONALITY TYPES, EMPATHY PROJECTION TEST

- Discover what's your personality type and behavior, learn how to be more assertive and win your customer

4

SIMULATION TOOLS

- Play with different scenarios to impact on customers and own profit

5

SALES TALK GUIDE

- Prepare for sales conversations, negotiation and communication of higher prices

6

CHECKLIST AND ESSENTIALS

- Relevant key points and action tips

7

SIX BATTLEFIELDS – COMPETITOR ANALYSIS

- Analyze your position against your competitors, to find the right argument and boost your confidence when selling the price

8

OPPORTUNITY PLAN

- Reflect on opportunities by analyzing the different stages of the opportunity management, understand the information available and define the strategies and tactics that can be applied, to maximize the chances to win



MERCURI
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GROW YOUR PEOPLE
GROW YOUR BUSINESS



Every year Mercuri International empowers companies in over 50 countries to achieve sales excellence. We serve our clients both locally and globally with customized solutions and industry expertise. We grow profit through people, providing the tools and processes to tackle any sales challenge.

For more information visit mercuri.net