

Mercuri International Business School™

Mercuri International Estonia
Course plan 2025 spring

	Dates	Investment for one participant, € (VAT is not included)
FEBRUARY		
MARCH		
Sales psychology- Building trust, maintaining it	13	500
Sales Leadership	24-25	850
APRIL		
Effective Sales in the 3rd Millennium	07-09	950
Value base selling	21-22	800
MAY		
Key Account Management part I	06-07	1100
Leadership MI lead	12-13	800
JUNE		
Key Account Management part II	03	0

Depending on the wishes of the participants, trainings can take place online.

Duration time:

Courses: 10:00-17:00

Seminars: 10:00-13:15

Course descriptions

Effective Sales in the 3rd Millennium

Sales professionals are challenged by a world where there are multiple ways to buy than ever before. This calls upon them to rise to the occasion with multiple ways to sell. The „one size fits all“ approach does not work anymore. To survive this challenge is to belong in the world of the 3rd millennium sales professional – the world of the suave, charismatic and tech savvy sales champions. This course is based on Mercuri International’s 3rd Millennium Sales Concept and will help you pick and practice the skills required to transform yourself into a future proof sales professional.

Key Account Management

Beyond „selling big“, key account management requires both organisational and operational commitment to do it properly. Your key relationships can deliver outstanding results, but only with a robust and structured relationship management process. Mercuri’s comprehensive and highly commercial model addresses business-to-business key account management in national, International and global contexts for small, medium sized and large organisations. The programme is meant for key account managers or sales people who have, or will soon have, responsibility for managing strategic relationships with key customer

Sales Leadership

The course is meant for sales managers who have to achieve their objectives through their team members. In an ever more competitive world it is imperative that managers create a team around them that is able to deliver the required results. The objective of the course is to help the participant to assess and control all the factors that work together for getting the required results and to make each one of their sales personnel perform at an optimal level.

Assertive Selling

Customers’ current behavior is increasingly starting by an objection: I do not need anything; I am satisfied with my current supplier; this is not the right time etc or by showing the intention to limit the collaboration. Assertive selling is a more tactical, persuasive and influential selling method to guide a contact into immediately accepting a collaboration. The objective of the course is to get a deeper insight in your own and your customer’s behaviour and to win more often in difficult selling situations.

Consultative Selling

The course aims to enable top level sales people and managers to identify when consultative selling is relevant, what are the key aspects and to improve the skills needed to be successful in consultative selling. Consultative sales person can build high trust and a credible relationship with the customer. is persuasive and self-confident and uses creativity and openness to solve the customer’s issues.

Closing / seminar

The seminar "Closing" is meant for everyone who is involved in the sales process and in the need of getting a positive answer by the end. The purpose is to explain why and how only a professional sales specialist can take his offers to a positive final result and how can a salesman help the customer to make the purchase decision

Course descriptions

Differentiated Selling / seminar

Selling today has undergone a profound transformation, linked to changes in the client's buying behaviour. The change is so radical that traditional sales methods cannot deliver the desired leap in performance. Mercuri International's seminar „Differentiated Selling“ is based on Differentiated Selling© model that defines different customer mindsets, based on how autonomous the customer is and what preferences they have towards you as a supplier. The aim of the seminar is to help the participant distinguish their customer's attitude and expectations.

Social Selling

90% of people say they won't take a cold call, 75% of buyers say they use social media in their decision making. Sales people who use social selling have 51% more meetings higher success. This course is dedicated to enabling discerning Sales Professionals in leveraging Social Media to take their sales to a higher level. A good social seller analyzes the contact persons, understands their challenges and then places passively valuable information.

Strategic Negotiations

The course is meant for everyone who in times finds it hard to make their point in a discussion or during negotiations. The objective is to enable the participant widen their theoretical and practical knowledge on negotiating, consolidate their know-hows and reflexes with respect to negotiating and to improve their efficiency and effectiveness during negotiations.

MI Lead

Your subordinates have variable, irregular and fluctuating motivation. You feel that you cannot always bring in the dynamic and the skillsets that they might need. Integrating a new comer, supporting an older one in difficulties, stimulating those lagging behind, delegating wisely - all this requires some savvy. The objective of this “Customized Leadership” training is to help you efficiently master each of these instances and allow you to develop your flexibility and widen your scope.

Opportunity to Order

Sales Management has changed and is still changing. This is not only about leading people, but also building up processes and systems. Among these systems Opportunity Management is an option. In B2B sales we are facing situation to sell mostly via request for proposal (RFP). Sometimes we are able to get info in earlier phase. Do we have system and skills to succeed in converting RFP to deal?

Price Handling / seminar

The seminar focuses on different ways of selling without reducing the price. The participant will learn how to justify the price of the product or service so that the customer finds the value acceptable.