

Mercuri International Business School™

Mercuri International Estonia

Course plan autumn 2025

	Dates	Investment for one participant, € (VAT is not included)
September		
Differentiated Selling / seminar	11	350
Price Handling / seminar	12	350
Purchasing psychology /seminar	25	350
October		
Closing / seminar	3	350
Effective Sales in the 3rd Millennium	07-08	850
Key Account Management part I	13-14	1200
Assertive Selling	28-29	850
November		
Value base selling	10-11	850
Key Account Management part II	17	0
Sales Leadership	24-25	850
Detsember		
Leadership Mi lead	02-03	950

Times:

Courses 10:00-17:00

Seminars 10:00-13:00

Course descriptions

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.

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

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.

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.

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.

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.

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.

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.

Value Base selling

Get your customers to perceive the true value of your offer by getting your message across clearly and convincingly – selling value is key! Customers want to deal with salespeople who understand their business objectives and can help them reach those goals, instead of trying to sell them products or services.