

# Mercuri International Business School™

## Mercuri International Estonia

### Course plan 2026

	Dates	Investment for one participant, € (VAT is not included)
<b>SEPTEMBER</b>		
Value base selling 2.0		850
<b>OCTOBER</b>		
Purchasing psychology /seminar 0,5 day	08	350
Sales based on a competition -Six Battlefields™	08-09	850
Effective Sales in the 3rd Millennium	12-13	850
Key Account Management part I	22-23	1100
<b>NOVEMBER</b>		
Value base selling 2.0	09-10	850
Purchasing psychology /seminar 0,5 day	19	350
Key Account Management part II	20	0
Sales Leadership	25-26	850
<b>DECEMBER</b>		
Leadership- MI Lead	07-08	850

Courses 10:00-17:00



## Course descriptions

### **Purchase psychology – what and why do customers buy?**

A successful sale results in a purchase. Do you know what customers' thought patterns are during the purchasing process? Do you know what the determining factors are for why a purchase is made or not made? Knowing the psychology of customer purchasing makes it easier to sell them products that meet their expectations and needs.

### **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.

### **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

### **AI in B2B sales**

B2B sales are changing rapidly, and AI is already part of the daily work of many salespeople. In this one-day training course, we will show you how to use AI practically and effectively: in customer and prospect analysis, communication, creating offers, and streamlining the sales process. You will leave the training with specific tool recommendations and a personal implementation plan to help you get started with AI.

### **Sales based on a competition -Six Battlefields™**

The Six Battlefields concept offers a completely new approach to analyzing the relevant competitive situation in a very detailed and structured manner. It can provide you with powerful ammunition during key moments in the battle for a customer. After all, whether you want to or not, you will have to approach specific competitors as opponents in the individual battlefields - your customer will make sure of that.

### **Value-based selling**

The training teaches how to sell not only the product, but also the business value created for the customer, focusing on their actual needs. Participants learn to identify customer problems, articulate the business benefits of the offer, and present it in a convincing and structured manner. This approach strengthens customer relationships and helps shift sales from price comparison to value emphasis.

## 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.

### **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.

### **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

**MI Lead** (*this course is not currently scheduled, but we offer it as custom training and tailor the content to your needs.*)

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.

**Assertive Selling** (*this course is not currently scheduled, but we offer it as custom training and tailor the content to your needs.*)

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** (*this course is not currently scheduled, but we offer it as custom training and tailor the content to your needs.*)

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.