

# MERCURI INTERNATIONAL CASE STUDY

## THE CHALLENGE

The company needed to move from a reactive sales process in the world of photography to a proactive sales approach in the competitive phone market.

Facing the collapse of the photo market over the period 2006-2008, the company's stores & photo service stations had to conquer the market of mobile phones and internet.

### The company's objective:

Develop sales by strengthening the sales skills of people with a highly technical profile (photographers).

## OUR SOLUTION

Together with the company we developed an integrated process of six steps:

1. Identified the best practices on the phone market.
2. Built a specific sales model for the company.
3. Trained the regional managers and internal trainers in coaching the sales teams.
4. Conducted classroom training for managers of shops.
5. Monitored the implementation at the point of sale (named the MI Retail Day).
6. Built an action plan for each individual seller.

## THE RESULT

- Performance on subscription sales is rising steadily.
- Significant increases in peripheral products.
- Sales volumes of trained stores have **increased 22%** compared to sales of all outlets which increased only by 13%.

This project has been rewarded the Golden Trophy in the category "Sales training" by the magazine Action Commerciale.