



Mercuri International

CCR France (Profroid) Case study

How CCR France (PROFROID) boosted its sales prospecting with Mercuri International

In a rapidly changing industrial refrigeration market, where competition is intensifying and purchasing behaviour is evolving, Mercuri International supported the teams at CCR France PROFROID with training dedicated to sales prospecting.

Led by Pierre-Yves Lucas and Kawthar Elhamdaoui, this immersive experience enabled the teams to strengthen their impact from the very first customer contacts and transform prospecting into a real performance lever.

The challenge

CCR France PROFROID is the French subsidiary of the CCR Group, formerly Carrier Commercial Refrigeration, which was acquired by the HAIER Group in October 2024.

With around 50 employees based in Aubagne and Paris, the subsidiary markets refrigeration solutions under the Profroid brand and refrigerated display cases under the Carrier Commercial Refrigeration brand.

Managing Director Gaël Grenat identifies two major challenges:

- The time allocated to prospecting and adapting to new customer behaviours
- At the same time, buyers today are better informed, more sought-after, and more difficult to meet



CCR France (PROFROID) and Mercuri

Our solution

Based on a clear brief outlining the objectives and challenges facing CCR France PROFROID, Mercuri International designed a balanced, fully interactive and tailor-made programme:

- 20% theory: laying the foundations for structured prospecting
- 30% peer-to-peer exchanges: promoting mutual support and experience sharing
- 50% real-life practice: with live cold calls

Participants prepared their scripts, identified their contacts, tailored their messages, and contacted real prospects. This pragmatic format allowed everyone to try out the techniques in a safe environment, while benefiting from immediate feedback from the consultants. The consultants also incorporated modern tools (AI, Lusha, LinkedIn) to illustrate how prospecting now fits into a broader digital ecosystem.

Our result

The effects were felt from day two onwards. Within a day, the teams secured over 30 appointments, including several with prospects who had previously been unreachable. Employees, who were sometimes hesitant at first, quickly gained confidence and assurance. For many, prospecting has become a stimulating challenge, one that is synonymous with progress and collective success.

The training also strengthened team cohesion. Sales representatives now share their tips, compare their scripts, and exchange best practices. Using LinkedIn and targeting tools has become second nature, as has preparing a powerful pitch tailored to each contact.

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“The strength of this training course lies in its practical approach. Participants made live calls, secured real appointments and, above all, gained confidence.”

Gaël Grenat
Managing Director at CCR



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Grow your people
Grow your business