

# Selling Power Features Mercuri International on 2018 Top 20 Sales Training Companies List



## Selling Power explains how to remain competitive

Stockholm, May 9th 2018 – Mercuri International has been included on Selling Power’s 2018 list of the Top 20 Sales Training Companies that excel in helping sales leaders improve the performance of their sales teams. The list appears in the May 2018 issue of Selling Power magazine, which will be available to subscribers on May 9th.

According to Selling Power publisher and founder Gerhard Gschwandtner, sales training is a key area of competitive differentiation for B2B sales teams.

**“To compete today, B2B sales leaders must invest in the right kind of sales training for their teams,” says Gschwandtner. “Most salespeople are weakest in the area of selling skills, and improvements can make a huge difference in revenue achievement. We are proud to announce this list of sales training companies that can help sales leaders sort**

through their options and select the best partner to help them improve.”

## Improve sales performance

All companies on the list submitted a comprehensive application that included a detailed listing of their offerings for both training and retention, innovative solutions and services they have developed, and their company's unique contributions to the sales training marketplace.

The main criteria used when comparing applicants and selecting the companies to include on this year's list were:

1. Depth and breadth of training offered
2. Innovative offerings (specific training courses, methodology, or delivery methods)
3. Contributions to the sales-training market
4. Strength of client satisfaction

Selling Power magazine editors say the companies on the 2018 Top 20 Sales Training Companies list represent the best potential to help sales teams improve their performance and remain competitive in any selling environment.

### Find out more

Contact Mercuri on +44(0) 330 9000 800, [email us](#) or click on [Selling Power's link](#).



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