



ABOUT US

Mercuri International

Our success is a direct result of combining hand-chosen experts with strong values and a clear mission. Our achievements are directly linked to those of our clients. This partnership is what creates success, both globally and locally.

Through organic growth and acquisitions, the Mercuri Group has established itself as the world's leading Sales Consulting and Result Improvement company.



OUR VISION IS TO BE THE
LEADING GLOBAL

EXPERT THAT
EMPOWERS
ORGANIZATIONS AND
PEOPLE TO ACHIEVE
SALES EXCELLENCE.

OUR MISSION

We deliver sales performance to organizations globally and locally through expertise and customized solutions.



MERCURI
international

CORE VALUES

As an international company with many different cultures and customers, Mercuri International believes in having a common cultural platform that forms the basis for our actions towards each other, customers and stakeholders. These values are:

- **R**esult oriented
- **E**xcellence in sales
- **A**bility to change
- **C**ollaboration
- **H**onesty and integrity

We aim to live our **REACH** values, internally as well as in all the work we do.

“With a proven track record and modern solutions, Mercuri delivers!”



OUR HISTORY

When Swedish industrialist Curt Abrahamson founded Mercuri International in the 1960s, he was motivated by a strong drive to empower organisations in making their strategy happen. The company started out of an association with Heinz Goldman of the Goldman Institute. The success of Mercuri International's result focused methods turned this initially Scandinavian sales training company into the global player it is today. Mercuri International's success is a direct result of the work of our handpicked experts alongside with strong values and mission. Our achievements go side-by-side with those made by our clients. That is what makes us a leading player globally and locally.

Mercuri has been owned by Bure s.a., a Swedish investment company, since 1997. Through organic growth and acquisitions Mercuri Group has established itself as the leading Sales Consulting and Result Improvement company in the world.



Mercuri International Management Team

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MERCURI international

Every year Mercuri International empowers companies in over 50 countries to achieve sales excellence. We serve our clients both locally and globally with customized solutions and industry expertise. We grow profit through people, providing the tools and processes to tackle any sales challenge.

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