

# International Projects



## Make International sales growth a reality

### If your goals are to:

- Implement your strategy simultaneously, in multiple languages, and internationally
- Develop an international sales culture, but still maintain the individual needs of various countries across the globe
- Optimise sales strength of your international sales organisation
- Develop a global/international sales curriculum

Mercuri International is your best partner. Generating growth on a global basis takes more than just good intentions. It demands the ability to adjust continuously and learn new skills. It also means taking on new roles when interacting with customers, in order to win and retain their loyalty. With us as your partner, your business units will obtain the necessary competencies to make your international strategies succeed by:

- Driving international initiatives and sales transformation
- Establishing a common sales philosophy and culture worldwide
- Ensuring consistent messaging in all markets
- Sharing best-practice benefits across countries
- Aligning international customer strategies and processes
- Deriving maximum benefit from synergies and economies of scale
- Creating value for your customers

At Mercuri International we have vast experience and

## proven track record in:

- International project management – Mercuri has a global network of International Project Managers who work on a collaborative basis to deliver the success required by our clients
- Sales development solutions (tailored and/or standards)
- Design of international concepts to create synergies
- Sales transformation projects

Effective, harmonised international projects are not just a sequence of standardised seminars in different languages. The specific selling situation/strategy and possible different local performance levels must be considered. Gaining local support and commitment is critical to success. To achieve this, subsidiaries must be involved step by step. Finally, structured project management and communication will be vital to secure the deployment of the harmonised approach, implementation and results.



We can offer cutting-edge training techniques supported by Business Simulations and extensive Blended Learning opportunities. We can apply “Result measurement” using locally accepted Key Performance Indicators. We are committed to creating results:

- Achieving sales excellence
- Launching new products
- Increasing your market share
- Increasing profitability/margin
- Increasing the efficiency of your sales force
- Increasing customer loyalty and re-buying
- Creating value for you and your customers

Are you working internationally? And need to improve your sales performance?

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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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