TAKING SALES
TO A HIGHER LEVEL

Mercuri
INTERNATIONAL
India Operations

Message from
Ravi's Desk

Dear Friends,

Greetings from Mercuri Goldman India!
Thank you for the opportunity to interact with you again.

Competence, focus and determination made Rahul Dravid different from the rest. He lent dignity and grace to the game of cricket.

Sales has a lot in common with this sport. There is a constant need to deliver in an uncertain environment. Resilience is key.

Facing Ashwin and Lyon can be an exciting experience. Or stressful if you are not ready to face them. Such readiness to begin with, demands mastery in every technique possible with the bat. For, such choice fuels the ability to bounce back into confidence. Resilience in any game is about constantly adding to your arsenal of techniques.

So too in selling, resilience is the hallmark of champions, it gives them the energy and drive to keep moving..

Champions have their low moments. Their secret is in their ability to bounce back faster than anyone else, fueled by their power to choose their next response from a set of diligently crafted and practiced skills.

But resilience is more than a beneficial, individual character trait. It's also a key tenet of effective organizational leadership. Particularly in the current economic climate, resilience can often mean the difference between good and great. What drives resilient sales excellence in high performing organizations?

The recent Sales Excellence Survey 2017 done by Mercuri International covering 20 Countries and over 900 respondents reveals secrets of success of Top Performing Organizations. Here are 3 of the best kept secrets about what Sales People in top performing organizations get that their bottom peers don't:

1. 69% more sales training
2. 72% more coaching on-the-job by their Managers
3. 41% more review time with their Managers

At Mercuri India, we understand these secret drivers of sales excellence for over 30 years, having worked with discerning sales leaders across a wide range of industries and geographies. And we know how to make these drivers work for you, because Mercuri India Consultants leverage these drivers to enhance their own resilience as salespeople.

The five world class open courses from the Mercuri India Sales Academy - MISA are designed to get your salespeople to understand and practice skills that enhance their freedom of choice in those critical moments when they are likely to feel challenged. Delivered in three steps that embed diligent learning before, during and after the course, MISA could be your one stop shop for fostering sales excellence.

Gift your people the MISA Experience. Give them the freedom of choice. Enable their resilience. Make them dependable. Like "The Wall"!

We wish you and your team a wonderful year ahead!

With regards,

Ravi

misa
Expertise is attainable

Mercuri
International

The wisest mind has something yet to learn
-George Santayana

SellingPower
Top 20 Sales
Training Companies
2016

2017 TOP 20 COMPANY

Top 20 Sales
Training companies globally

Today, all companies face the challenge of achieving growth and enhanced profitability. This means, every organization needs to arm its sales team with strategic skills and tools that will help them understand and analyse their customers needs before making a sale. At Mercuri International our mission is 'Taking Sales to a Higher Level'. This helps our customers worldwide to achieve better results and profitability.

Mercuri International is world's largest customer interaction management training and consulting organization. With a strong presence in Europe, we operate across United Kingdom, North America, Canada, Latin America, Middle East, India, China, Far East and Australia.

Mercuri Goldmann India is a part of Mercuri International, headquartered in Bangalore with offices in Chennai, Mumbai and Pune.

In the last 29 years of operations in India, Mercuri has helped customers and individuals to focus on their strengths and take advantage of the edge they gain from it.

At Mercuri International every customer is unique. An in-depth study is initiated before any interaction and solutions are tailor-made for each one of them. This explains why we have developed long term relationships with our customers. In many cases, we have spent over ten years together.

Mercuri International

- More than 59 years of experience
- Consultants with 10-25 years of Sales/ Marketing experience
- 18,000 Programmes every year
- Training 300,000 plus delegates every year

Our integrated approach and 'know-how' blocks are tried and tested for over 50 years with customers across the world. And it is this fact that enables us to be so effective in helping our customers make their market strategies happen. This guarantees you to harness a formidable level of expertise and a global presence of international strategy implementation experience.

The Mercuri India
Difference

- Highly experienced and skilled consultant trainers
- Timeless concepts and powerful working tools
- Each trainer performs 3 roles - sales person, trainer & consultant
- Practical and implementable
- Focus on implementation
- 59 years globally and 29 years in India
- Timeless concepts and powerful working Tools
- Hallmark simplicity
- Training experience across industries
- Strong internal quality process

> The most valuable thing you have to give people is yourself. No matter what you think you're selling, what you're really offering is you.
>
> *- Bob Burg and John David Mann*

Our trainers are highly skilled and experienced and bring to each programme their insights, playing the role of a 'Salesperson' as well, so that the participants can better understand the programme content and imbibe the learning effectively.

Our success comes from the years we have spent trying to make our programme methodology perfect. This experience has led us to develop programmes that are unique and very successful, internationally and in India.

Our Offer

Our 'know-how blocks' revolve around three crucial areas – Organizational development, Individual competence development and Impact training. While the first two deal with development and knowledge installation, the third one focuses on specific issues and problems, providing solutions and implementation initiatives.

Mercuri
Methodology

A bird sitting on a tree is never afraid
of the branch breaking.. because her trust
is not on the branch but on her own wings.

- Unknown

Simulating
Holistic Learning

One of Mercuri's strong points is that we encourage 'Learning by Doing' through interactive sessions, role plays and exposure to industry case studies. All these are participative sessions that stimulate better understanding of key concepts.

Mercuri also ensures that participation in any programme does not exceed more than 15 people at a time. This small group enables us to give 'personalized attention' to each and every participant, thus supporting an effective learning process.

4MAT™
at Mercuri India

Our programme design and content now incorporates 4MAT™ a theory of learning propounded by Dr.Bernice McCarthy, founder of About Learning Inc.

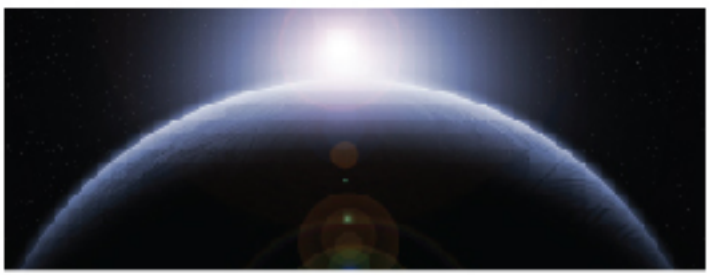
This system of learning offers you numerous advantages:

- Connects with learners
- Provides relevant information
- Develops leadership strategies
- Offers a creative adaptation of material learned

4MAT™ methodology creates a learning environment that constantly establishes a connection with the individual through conceptual dexterity, active experimentation TM and personal adaptation of learning. 4MAT™ recognizes and celebrates individual learning styles. People perceive and process information in unique ways. About learning has identified 4 key approaches to learning which together comprise the optimal learning exercise.

MISA 2017 Programmes

The five elements of Sales Excellence



The five elements are core to our being. Strengthening their presence within oneself builds confidence and resilience. So too, these five elements of sales excellence define the core of sales capability. In their mastery lies the secret of building an agile and resilient sales force.

Value Selling

Do Sales people understand the Value Customers want? Fundamentally, are Sales People selling Value?

misa
Expertise is attainable

Managing Sales Performance

Do Sales Managers nurture their people for managing challenges of tomorrow while delivering results for today?

Strategic Sales Negotiations

Are Sales People reaching for the sky or leaving money on the table? Are they developing and leveraging strategies to gain that little extra?

Strategic Key Account Management

Do Sales People follow a structured process to find and make space to deliver sustainable value in chosen accounts while improving profitable share of wallet?

High Impact Presentations

Are Sales People communicating with Clients in ways that energize to create the desired impact?

The five classic world class open courses are constantly contemporized by Mercuri India, to enable sustainable sales excellence in ways that engage sales people and inspire them to practice on-the-job the skills learnt in the training room.

Value Selling

Customer may have competing options, his needs may be less crystallized and the modern customer may appear to be in a hurry to see value in the offer quickly and the need for precise value articulation have never been more necessary. He has instant access to information and seeks instant gratification. Value selling helps the sales person enable customers to make buying decisions quickly.

Course Objectives

Understanding the structured process of selling | Recognizing the nuances of selling as a science | Building and using a tangible value proposition to sell value.

3 Steps of the course

1

Before arriving for the course

- A case analysis
- A set of readouts
- A self-assessment on current capability of Value Selling

2

During the Course

- Concepts, tools, application
- A certification test at the end of the course

Who can attend?

Sales Engineers, Sales Executives, anyone involved in Selling, in B2B & B2C environments.

Course Coverage

Selling - An art or a science?

The structured process of Pre-selling, Selling and Post Selling

Pre-Selling - The 5 elements

- Positioning
- Shaping the scope of customer needs
- Steering the business conversation
- Recognizing the value proposition
- Influencing customer's mindset

Selling - Selling Value

- Value perception of customer
- Recognizing value from the different parts of decision making unit
- Tangibilizing the value proposition
- Product value, service value, image value - business value - presenting impactfully the business value
- Challenging the customer perception impactfully
- Articulating the cost of 'not buying' or 'delaying'
- Resistance management
  - Preparing for customer resistance pre handling resistance
  - The six step process of handling resistance
  - Handling own resistance to price
  - Psychological aspects of price management
- Creating and articulating the compelling 'why us' proposition to close
- The sales behavior of a winning sales person

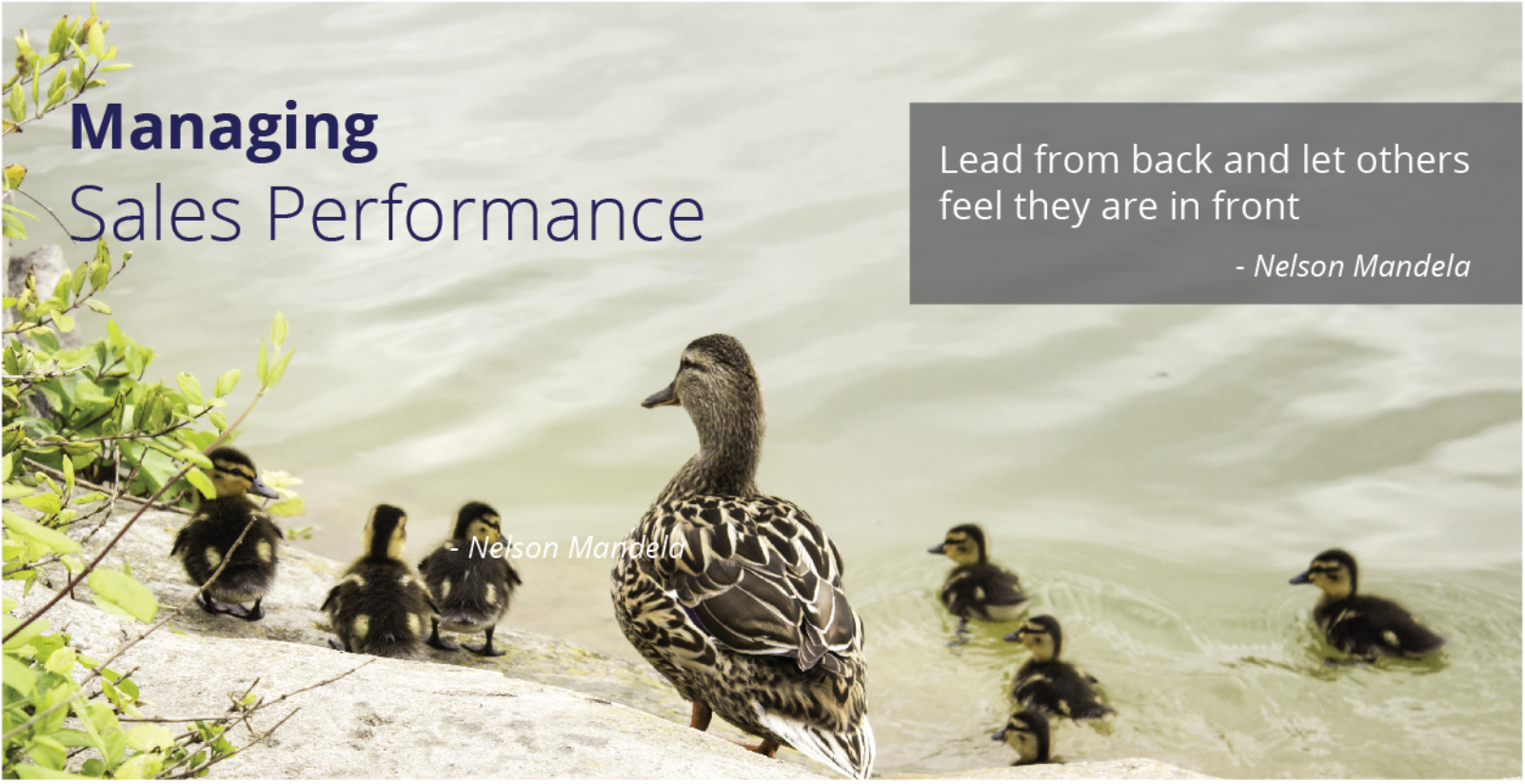
Value Selling

- Individual Action Plan
- A Value Selling opportunity mapping plan

4 - 6 Weeks after the course

- A one hour telephone / Skype review
- Reinforcing learning of Value Selling skills
- Marking of the test results and certifying towards VALUE SELLING PROCESS, SKILLS AND ORIENTATION

Managing
Sales Performance



Today's sales team looks up to its manager for much more than knowledge about products, markets and customers. The manager of today must demonstrate the 'know how' and the 'know why' of his craft. And, be a willing coach rather than a dominant boss. He needs to work alongside the team and not isolate them from decision making. Understanding technology is key. Accepting his vulnerability would be a valued attribute... in short, management by support.

Course Objectives

Understanding the structured process of sales management | Steering and managing sales performance | Learning the framework to leading sales teams for short term and long term results.

Who can attend?

Branch managers, Area managers, Regional managers.
People newly promoted to, or to be promoted to sales manager positions.

3 Steps of the course

1

Before arriving for the course
- A case analysis
- A set of readouts
- A self-assessment on Sales Management

2

During the Course
- Concepts, tools, application
- A certification test at the end of the course
- Individual Action Plan

Course Coverage

Leading and managing the Sales Team

- Sales Management - The resource under the command of the sales manager
- Improving Sales Performance - The Result, Activity, Competency (RAC) model
- The robustness of results targeting
- The criticality of results, effort and activity management

Building the market base

- The short term vs. medium term activity focus
- The Mercuri sales platform™ concept
- Steering, planning, reviewing and managing the pipeline
- Principle behind sales forecasting & opportunity closure
- Activity management for large order pipeline
- Sales Manager as an effort and activity manager
- Creating a medium term and short term review and maximizing through the sales leadership process

Leadership Development through Continuous Capability Improvement

- Managing vs Coaching
- The mindset of being a coach
- Coaching for performance
- Establishing a coaching process and system
- Creating a coaching culture

Building a motivated team

- Motivation vs 'en masse' enthusiasm
- The principle behind motivation
- Motivation through development

Managing Sales Performance

4 - 6 Weeks after the course

- A one hour telephone / Skype review
- Once a month (for 3 months) special readouts on developing managerial and leadership capabilities with reinforcing learning
- Marking of the test results and certifying towards 'MANGING SALES PERFORMANCE' PROCESS, SKILLS AND ORIENTATION'

Strategic
Sales Negotiations

Only those who risk going too far
can possibly find out how far
one can go

- T.S. Elliot

Success in negotiating is all about solving the problem not only about focusing on the ultimate goal for negotiation. Following a method, fostering a collaborative atmosphere to find areas of agreement requires specific skill and process development.

Course Objectives

Recognizing the individual power and process of successful negotiations | Learning a robust process for a win-win negotiation | Understanding and implementing a strategic approach to negotiation

3 Steps of the course

1

Before arriving for the course
- A set of readouts
- A case study analysis
- A live negotiating situation template
- A self-assessment on current capability of Negotiation

2

During the Course
- Concepts, tools, application
- A certification test at the end of the course
- Individual Action Plan
- Preparing a plan for a specific negotiating opportunity

Who can attend?

Anyone involved in the Sales Negotiating Process.

Course Coverage

- Negotiating - An art or a science?
- Successful Negotiation - The 4 elements
  - Strategy | Process | Skills | The win-win drive
- Are we selling or are we negotiating?
- Where does Negotiation happen in the buying process?
- Influencing the Customer - pre negotiation
- A strategic approach to negotiating
- Successful Negotiation - The Process
  - Preparing | Discussing | Proposing | Bargaining
- Successful Negotiation - The tools & techniques
  - The Negotiating checklist analyzing offer | competition | Customer
  - The cost vs. value matrix
  - 'If' then' technique
  - Tactics and counter tactics
- Successful Negotiation - The core skills
- Steering and controlling | Absorbing and responding | Trading variables assertively |Deadlock management | Building productive relationship
- Successful Negotiation - The behavior mind-set
- Successful Negotiation - new prospect or existing customer - selling a price increase

Strategic Sales Negotiations

4 - 6 Weeks after the course

- A one hour telephone / Skype review
- Reinforcing learning
- Marking of the test results and certifying towards STRATEGIC SALES NEGOTIATIONS -PROCESS, SKILLS AND ORIENTATION

Strategic key
Account Management

Like a tree we each must grow
from where we are planted

- Unknown

In a world where Customer has a wide choice, the need to build sustainable and enduring relationships with key customers has never been higher. Planning of customer specific strategies and improving own competitive position requires tools and processes that are simple and practical.

Course Objectives

Recognizing the need and the methodology for successful account management | Learning a robust process for sculpting a comprehensive strategic key account plan | Developing the ability to win relationships and build sustainability in strategic key accounts.

3 Steps of the course

1

Before arriving for the course

- A set of readouts
- A live key account opportunity template
- A self assessment on current capability in strategic account management

2

During the Course

- Concepts, tools, application and a complete strategic plan (MAP) for one account by each participant

Who can attend?

Major Account managers, Key Account managers, Sales people responsible for handling large / medium accounts.

Course Coverage

- Key Account Management - a mere outcome or a targeted planned process?
- Key Account Management - The two elements

Customer Satisfaction & Brickwalling

Sustainable Profitable Growth

- The role of a Key Account Manager
- The framework for Key Account Management

Information Base

Long Term Plan

Short Term Plan

Visit Plan

- Vision
- Objectives
- Strategic Direction
- Main Actions
  - Milestones
- Resources

- Strategic thinking in key accounts : The choice of strategy | The appropriateness of a strategy | Actioning to build around the strategy | The role of supporting organization in the strategy execution
- Strategic Key Account Management - The Mercuri Account Plan (MAP) - A comprehensive robust value document

Strategic Key Account Management

- A certification test at the end of the course
- Individual Action Plan
- Creation of further Strategic
- Key Account Plans

4 - 6 Weeks after the course

- A one hour telephone / Skype review
- Reinforcing learning
- Marking of the test results and certifying towards STRATEGIC KEY ACCOUNT MANAGEMENT - PROCESS, SKILLS AND ORIENTATION.

High Impact
Presentations

Stay ready so you won't have to get ready

- Conor Mcgregor.

3 Steps of the course

1

Before arriving for the course

- A set of readouts
- A self assessment on presentation skills
- Watching of chosen presentations on YouTube or other sources and analyzing prior to coming for the course - link will be sent

2

During the Course

- Concepts, tools, application-
- A certification test at the end of the course
- Individual Action Plan

As attention spans reduce and information comes at an arms length, audience are looking for much more in much less time. The arc lights are much brighter than before. Yet, presenters have to let their ideas stand taller to be seen, and let their reasoning sound louder than their voice to be heard. There is a technique to creating impact, and it can be learned.

Course Objectives

Understanding the nuances of High Impact Presentations | Developing a framework to balance the structure and content effectively | Building confidence to effective communication & influencing through rigorous practice of High Impact Presentation Skills.

Who can attend?

Anyone required to make formal presentations to individuals or groups

Course Coverage

Communication is fundamental to presentation

Designing the presentation

- The power of structure
- Structure linked to the purpose of communication
- Meaning, scripting, humour
- Substance and style built on structure

Delivering the presentation

- Voice, Speed, Phrasing, Clarity, Precision, Purpose
- Understanding and using body language

High impact Presentations - Use of Digital Media

- Table top presentations
- Establishing conversation in presentation

Eleven rules for High Impact Presentations

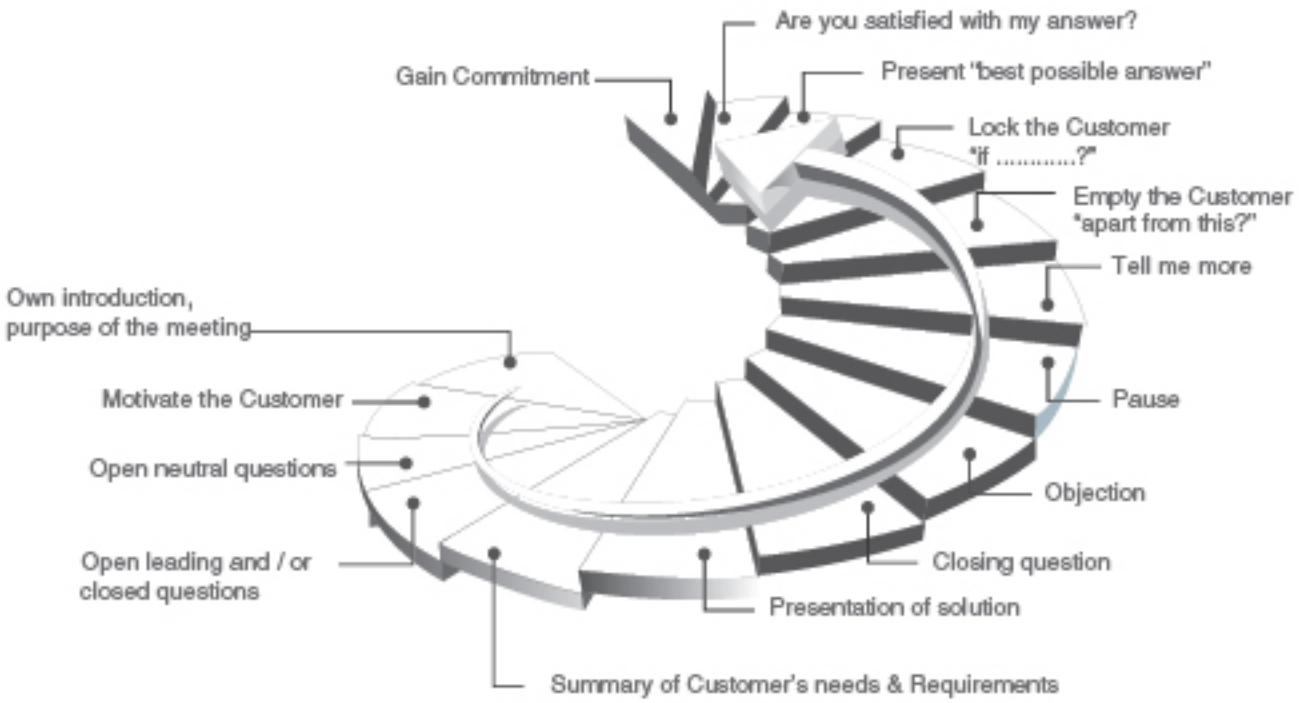
High Impact Presentations

4 - 6 Weeks after the course

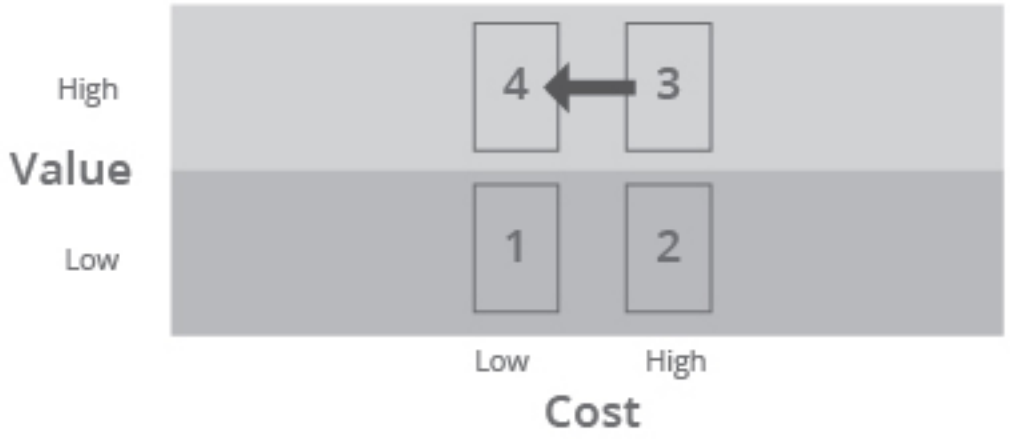
- A one hour telephone / Skype review
- Reinforcing learning
- Marking of the test results and certifying

A few Powerful
Mercuri Working Tools

15 Steps to Sales Success



Variables have a Cost to us and Value to the Customer

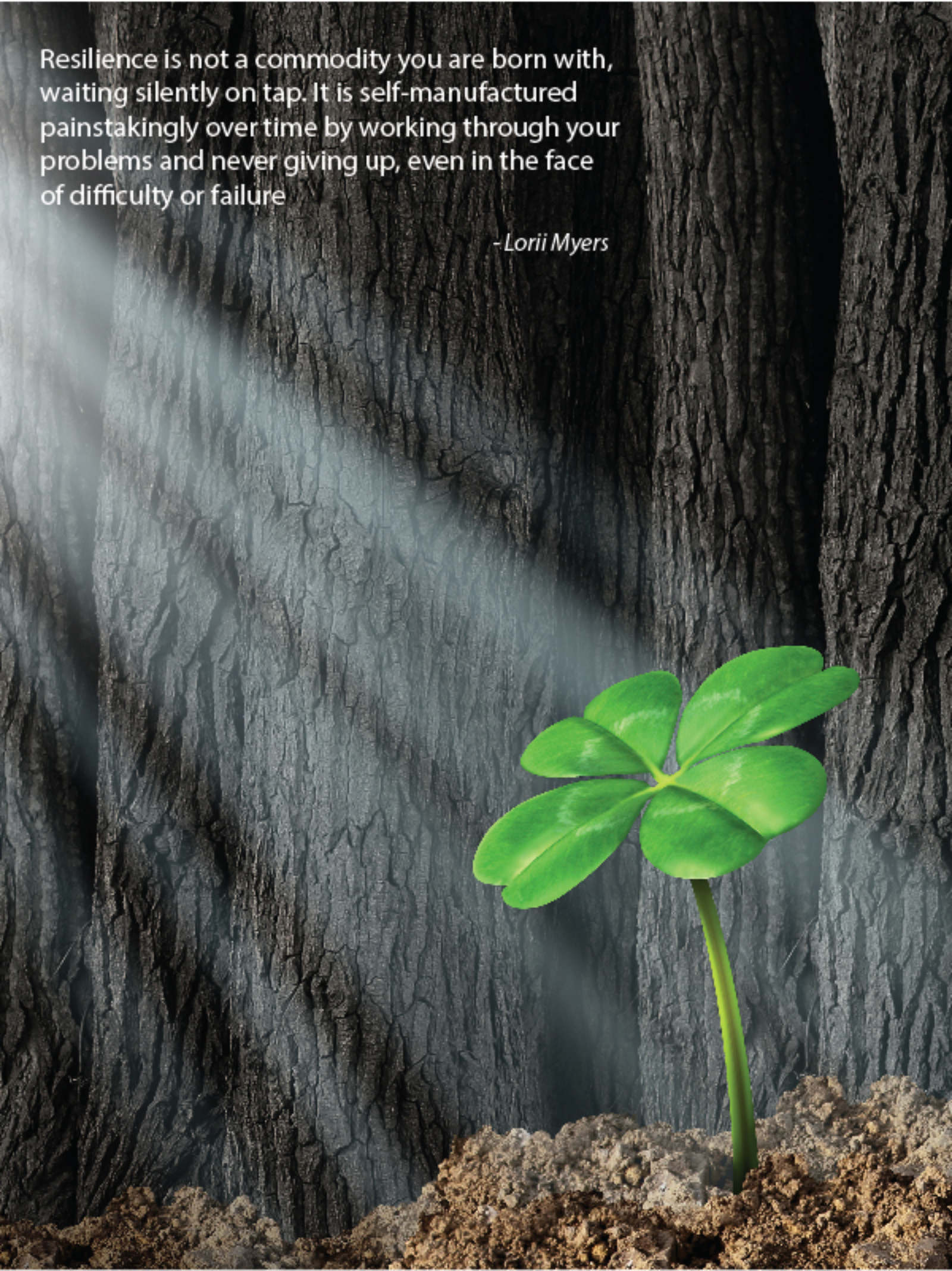


The Sales Planning Model

The Brickwall Criteria

Relationship Criteria	Points			Score		Action Planned
	0	1	2	Now	6 months	
No. of people known at the Customer's Organization	2	3 to 5	>5			

A Presentation Structure


Resilience is not a commodity you are born with, waiting silently on tap. It is self-manufactured painstakingly over time by working through your problems and never giving up, even in the face of difficulty or failure
- Lorii Myers

MERCURI INDIA SALES ACADEMY (MISA) CALENDAR 2017

Programme	For Whom	Date & Month	Place	Investment per Delegate
VALUE SELLING - 2 DAYS -	Sales Engineers, Sales Executives, Sales Officers and Frontline Sales Managers	10 - 11 April, 2017	Pune	Rs. 22,500/- + 15% Service tax
		21 - 22 April, 2017	Mumbai	
		8-9 May, 2017	Delhi	
		15-16 May, 2017	Hyderabad	
		12-13 June, 2017	Chennai	
		17-18 July, 2017	Bangalore	
		7-8 August, 2017	Coimbatore	
		18-19 August, 2017	Pune	
		11-12 September, 2017	Chennai	
		15-16 September, 2017	Delhi	
		9-10 October, 2017	Bangalore	
		6-7 October, 2017	Mumbai	
MANAGING SALES PERFORMANCE - 2 DAYS -	Branch Managers, Area Managers and Regional Managers	15-16 May, 2017	Chennai	Rs. 26,600/- + 15% Service Tax
		16-17 June, 2017	Pune	
		19-20 June, 2017	Bangalore	
		21-22 July, 2017	Mumbai	
		14-15 July , 2017	Delhi	
		18-19 September, 2017	Chennai	
		13-14 November, 2017	Pune	
		17-18 November, 2017	Delhi	
		17-18 November, 2017	Bangalore	
HIGH IMPACT PRESENTATIONS - 2 DAYS -	Anyone required to make a formal Stand-up Presentaion to Groups	17-18 April, 2017	Bangalore	Rs. 25,500/- + 15% Service Tax
		19-20 May, 2017	Bangalore	
		19-20 June, 2017	Mumbai	
		14-15 July, 2017	Chennai	
		11-12 August, 2017	Pune	
		13-14 October, 2017	Delhi	
STRATEGIC SALES NEGOTIATIONS - 2 DAYS -	Anyone involved in Sales Negotiating Process	12-13 May, 2017	Mumbai	Rs. 25,500/- + 15% Service Tax
		18-19 August, 2017	Bangalore	
		18-19 August, 2017	Delhi	
		15-16 September, 2017	Pune	
		11-12 December, 2017	Chennai	
STRATEGIC KEY ACCOUNT MANAGEMENT - 2 DAYS -	Major Account Managers, Key Account Managers (Sales people responible for Building Medium/ Large Accounts)	12-13 June, 2017	Delhi	Rs. 25,500/- + 15% Service Tax
		17-18 July, 2017	Pune	
		11-12 August, 2017	Mumbai	
		6-7 November, 2017	Chennai	
		11-12 December, 2017	Bangalore	

ALL PROGRAMMES ARE NON-RESIDENTIAL

Statutory taxes and levies as in force on the date of the programmes shall apply.

We continue to make it more attractive for you

For every nomination, sent with full payment on or before 30th June 2017, avail 10% discount on listed investments.

Early bird Offer

2-3 Delegates	**5% Discount**
4-6 Delegates	**7.5% Discount**
7-10 Delegates	**10% Discount**
11-14 Delegates	**15% Discount**

The above discounts are valid for all the workshops scheduled between April - December 2017

Nominations are invited for all programmes.

It will be our privilege to have your organization's participation

While every effort will be made by Mercuri India to ensure a full house, if for some unforeseen reasons the programme needs to be cancelled, the full fee paid by the delegate will be refunded.

Mercuri Goldmann India

Mercuri INTERNATIONAL

Mercuri India Sales Academy

congratulates

Ms. Sadhana Victor

on successfully completing requirements of the course on

Value Selling

by demonstrating competence in

- Shaping the scope of Customer needs
- Steering the business conversation
- Recognizing the Value Proposition
- Influencing Customer's mindset
- Tangibilizing the Value Proposition
- Presenting impactfuly the Business Value
- Managing Resistance
- Creating & articulating the compelling 'why us' proposition to close
- The sales behaviors of a winning sales person

misa
Expertise is attainable

Course Facilitator

Director-Quality

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www.mercuriindia.com/ mercuri-india-sales-academy.php