

MERCURI INTERNATIONAL CASE STUDY

DIFFERENTIATED SELLING[®] WITH LA POSTE

THE CHALLENGE

Traditional mail is decreasing every year. The French post office, La Poste, had seen the impact on revenues and the need to reinvent itself, mainly within the important B2B business. But how do you sell to customers who only know of your traditional offers?

It served a major change for La Poste's sales people to present a new and sometimes unexpected offer to customers. A new sales approach had to be built. This is where Mercuri International came in.

OUR SOLUTION

It started with a diagnosis; an online questionnaire was sent to 1000 sales people and their managers. The results were presented to regional managers who examined them and gave advice. After that, it was the Sales Managers' turn to make use of the information. This principle created strong alignment around realistic observations and necessary actions. It was clear to everyone that the sales process must be adapted. Together with La Poste, Mercuri International designed and developed the necessary methods relating to two situations in Differentiated Selling[®]:

1. Relationship selling

The customer has a very positive image of you, is well disposed towards you and open and receptive to proposals made by the sales person.

2. Assertive selling

The customer is resistant to any proposal from you and needs to be convinced that you are the right choice.

Putting the Managers at the heart of the process was a success factor. Today, they train their sales people in the two sales methods. At monthly meetings, they run a two-hour session where they review current sales and spend a significant amount of time practicing on one of the steps in the Differentiated Selling[®] method. The Managers are supported by a blended training kit, which includes Rapid Learnings, case studies, simulations, slide shows and an instruction booklet. This makes it possible to train all the sales players, to save time and to maintain a good spirit among the sales force.

THE RESULT

La Poste went from conventional sales to a streamlined process with a more controlled approach. Sales Managers dedicate more time and care to their contact with the field, which has a positive effect on team motivation and dynamics. Exact figures for sales increases are confidential, but they are significant.

“The percentage of sales people selling our whole offer has increased by 15%.”

Adèle Albano, Director of Corporate Customers at La Poste.