

MERCURI INTERNATIONAL CASE STUDY

THE CHALLENGE

- Generate growth in a mature market by growing and strengthening of Point Of Sale.
- Set the convenience store category as the driver for growth.
- Optimize the sales activity of 80 sales representatives to make every visit effective.

“We have very aggressive competitors who make major investments at the POS, and there is a systematic overbidding on commercial terms”

Company's sales director

OUR SOLUTION

A partnership since 2008 on each of the company's strategic subjects related to sales.

There have been three key programs that significantly has contributed to achieving the goals on each of the challenges:

- Sept 2008: **Conquest** → Training to execute the POS acquisition process for all sales consultants.
- March 2009: **Professionalise** → Implementation of segmentation of the retail customer base.
- March 2011: **Optimize** → Training of sales efficiency drivers for managers and sales teams.

THE RESULT

- Improvement of the number of sales visits (from **4 to 4,5** visits per day on average)
- A significant improvement of conversion ratio – number of orders versus number of visits (went from **67% to 73%**).
- Better seasonal forecasting (**96%** accuracy in 2011 vs 91% in 2010).

- Better management of customer portfolio and better measurement of the impact of gains or losses of customers.

“Very professional consultants, accurate diagnosis, appropriate and adaptable methods, that really created results.”