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BabyBjörn Case study

KAM and Value Based Selling became the keys to BabyBjörn's global success

In the fast-paced global business world, it is more important than ever to have a forward-looking strategy. BabyBjörn took this to heart and started an exciting journey in 2023. They brought together their best sales leaders from around the world to reinforce their expertise in customer planning and smart sales strategies.

With markets stretching across Asia to Europe and North America, they faced a challenge. But they had a clear vision – to equip their leaders with the knowledge needed to successfully navigate today's complex business climate. Together with Mercuri International, they developed a global sales training focused on Key Account Management and Value Based Selling. The program was based on a hybrid methodology, combining digital modules with virtual and classroom-based training sessions.

The challenge

In 2022, BabyBjörn started an exciting development journey for its top sales managers from EMEA, Japan, Korea, South East Asia, China, and North America.

The goal was simple – to strengthen the strategic customer planning skills of sales managers and inspire them to create innovative, value-added business solutions.

These selected leaders would also need to improve their ability to renegotiate agreements in a constantly changing global environment.



BabyBjörn

BabyBjörn and Mercuri

Our solution

Together with Martin Eisele, Global Sales Director at BabyBjörn, we implemented a Key Account Management program based on hybrid learning, consisting of digital training mixed with physical and virtual classroom training.

- Participants could delve into theories and concepts in advance.
- Exchange of experience and great team-work in real work situations.
- Long-term participants' skills development achieved, thanks to Sales Labs.

Our result

- Increased knowledge of strategic customer planning in participants' business areas.
- Improved ability to create value-based business solutions.
- Increased team spirit and better cooperation in the sales teams.

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“The collaboration with Mercuri International, that started in 2023, has helped us develop and harmonize the way we work as a brand in a global market and has given us the tools and knowledge to deliver stronger value to our partners and consumers internationally.”

Martin Eisele
Global Sales Director, BabyBjörn



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