



MERCURI INTERNATIONAL

Increasing in-store sales conversion

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.

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

The 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.

A photograph of three business professionals walking down a modern, dark-colored staircase. On the left, a man with a beard and short dark hair, wearing a white t-shirt under a dark jacket and dark jeans, holds a white coffee cup. In the center, a woman with long dark hair, wearing a white top and a tan blazer, holds a clipboard and a yellow and black patterned coffee cup. On the right, a woman with short blonde hair, wearing a light blue blazer over a white top and red pants, holds a white coffee cup and a smartphone. The background consists of dark, vertical architectural elements.

Grow your people
Grow your business



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