



MERCURI
international

SALES APPRENTICESHIPS

WITH BARRY HILTON MD MERCURI INTERNATIONAL UK LTD

hello

my name is



Myth Busters

Relevance

Focus

Risk

Outputs

“.. by working on those soft skills, already, we’re seeing benefits and a 16% increase in our average order value.”

“ALREADY WE ARE SEEING TARGETS BEING EXCEEDED, PERFORMANCE IMPROVED AND CUSTOMER EXPERIENCE PRIORITISED.”

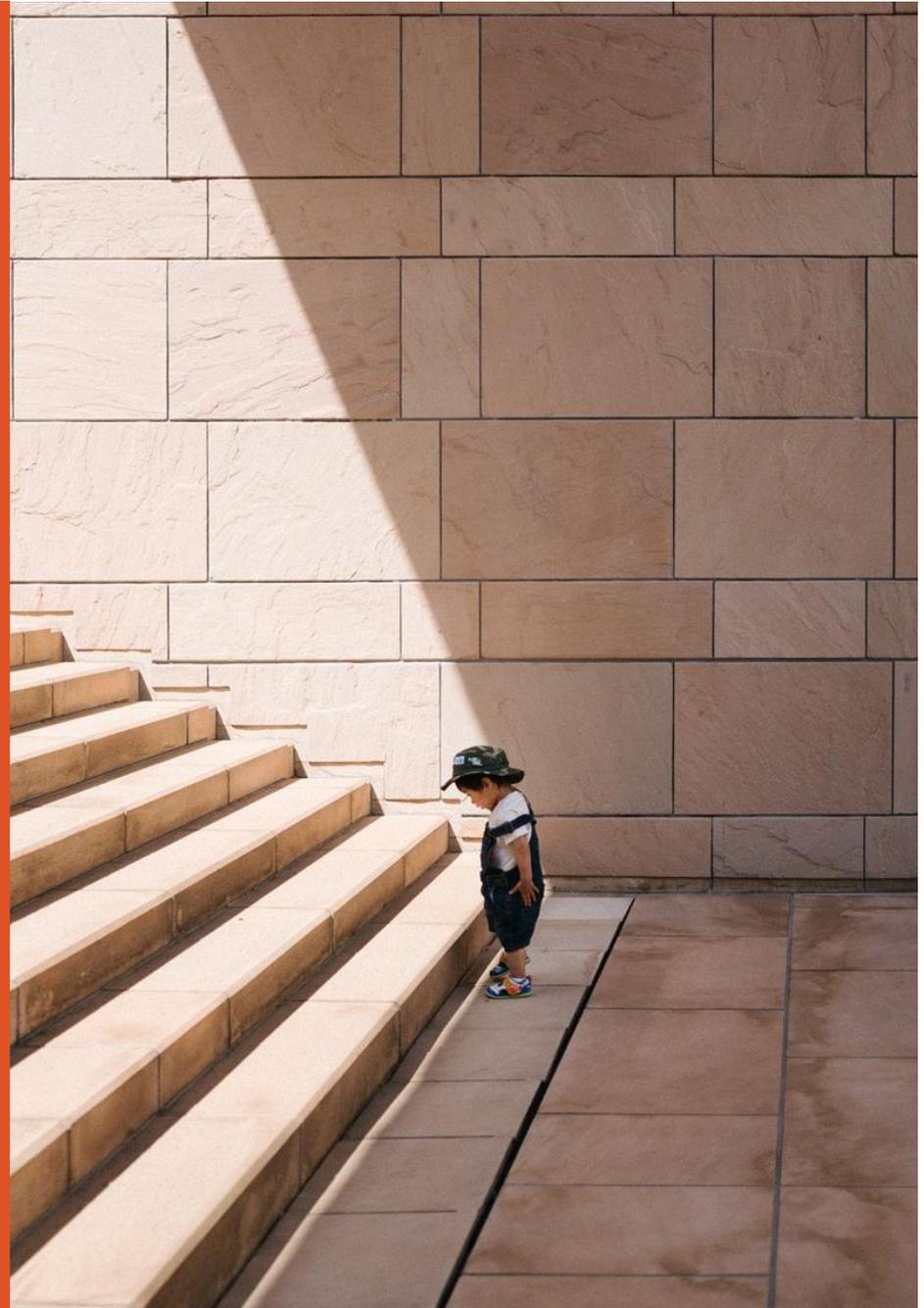
“We’ve actually seen apprentices raise the aspirations of existing staff. As they see apprentices coming through with a different skill set, people are asking for training.”

A person in a yellow shirt and blue shorts is climbing a steep, overhanging rock face. The background features a tropical coastline with limestone karsts, lush greenery, and turquoise water under a blue sky with light clouds. The text "THE 2021+ SALES CHALLENGE" is overlaid in white, bold, sans-serif font.

THE 2021+ SALES CHALLENGE

Extrinsic challenges

- Market volatility.
- Short term result success versus sustainability.
- Delayed decision making.
- Herd anxieties.





Intrinsic challenges

- Accepting the new sales world is different to the old.
- Making technology a selling norm.
- Creating differentiation on a level playing field.
- Strengthening the Value message.
- Handling increasing levels of buyer sophistication.
- Being a business person first and a salesperson second.

CREATING IMPACT

DEMONSTRABLE ACTIVITY CHANGE IN 8 WEEKS

Social Selling
Lead Generation
Reaching Decision Makers
30-60-90 day Sales Planning

IMBUING CONFIDENCE



WHAT DOES COMMITMENT TO APPRENTICESHIPS FEEL LIKE?

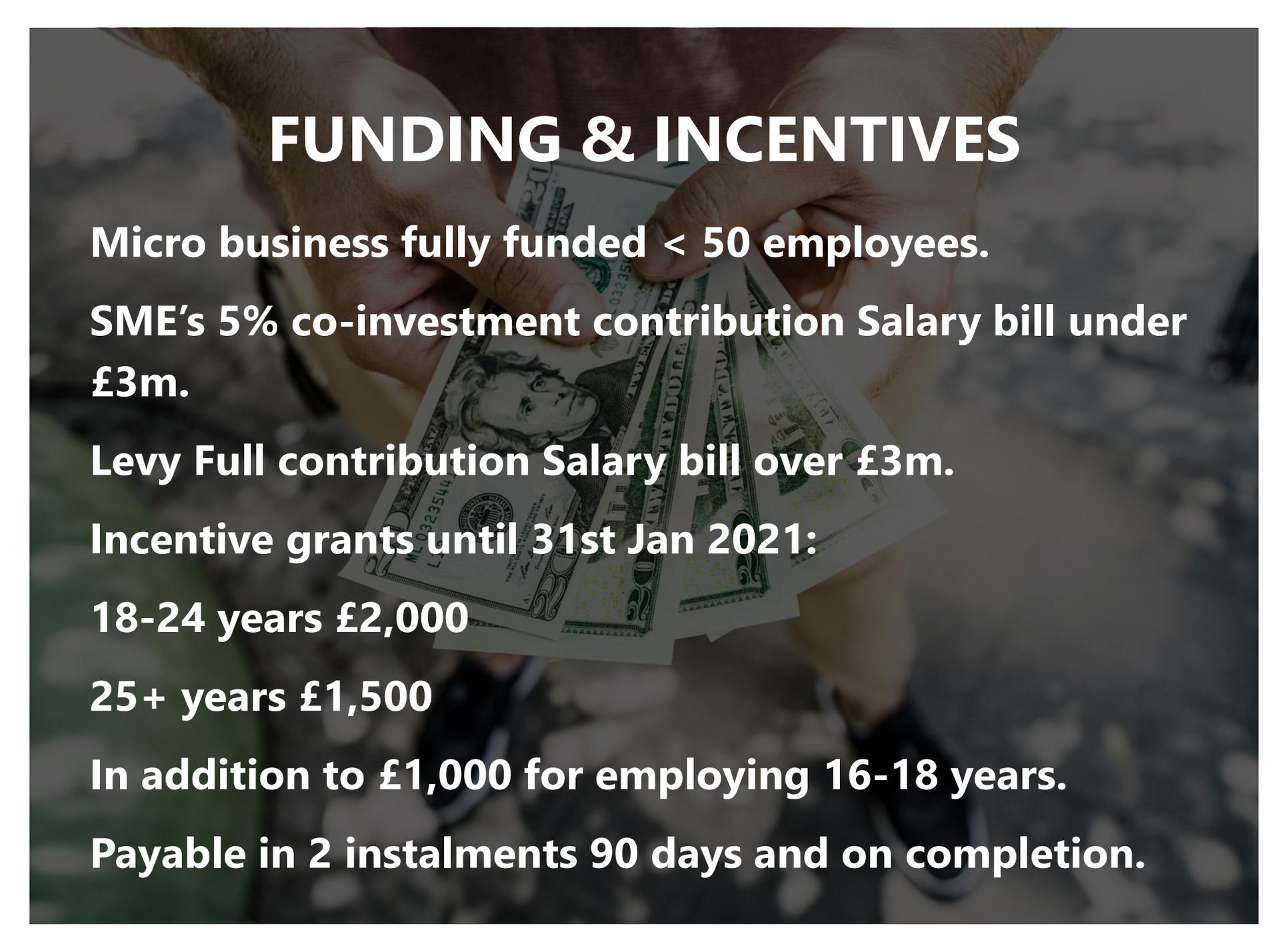
Employers tell us that the pattern of the apprenticeship suits the rhythm of their businesses.

The duration, intensity and nature of the learning isn't disruptive and sits comfortably within the day to day responsibilities of salespeople.

FUNDING & INCENTIVES

**WHY WOULDN'T YOU
EXPLORE THE OPTIONS?**





FUNDING & INCENTIVES

Micro business fully funded < 50 employees.

SME's 5% co-investment contribution Salary bill under £3m.

Levy Full contribution Salary bill over £3m.

Incentive grants until 31st Jan 2021:

18-24 years £2,000

25+ years £1,500

In addition to £1,000 for employing 16-18 years.

Payable in 2 instalments 90 days and on completion.

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