

MERCURI INTERNATIONAL CASE STUDY

THE CHALLENGE

Since 1995 VB Leasing has been providing complete financial services related to leasing in the Czech Republic.

Sales Manager Zdenek Plas was searching for a new development approach for his team. They had been successful, but there was still room for improvement, especially regarding larger business opportunity management.

Improving the teams skills in working with large clients and to systematically and professionally work with the clients were key issues.

Mercuri International was chosen to improve the skills in the most effective way and to make sure the Relationship Managers changed their behavior.

OUR SOLUTION

The O2O program systematically covered the key areas of opportunity management needed by the team.

1. Gathering the right information and making the practical assessment of the opportunity
2. Developing the solution strategy
3. Getting contact alignment
4. Presenting the solution

Together with VB Leasing CZ, Mercuri International implemented the O2O program, using the Celemi board game based pedagogics and modern learning approach combined with solving a "real case" opportunity.

The 2 day program, with short but powerful activities, created a very effective learning path.

THE RESULT

The participants of the O2O development found the program very practical and useful. This positive feedback is very important for motivation to apply the concept in the daily work. After cooperation with Mercuri, VB Leasing is using the technology tool to follow larger opportunities and assuring the improved visibility and efficiency in opportunity management.

"We are glad to be implementing the O2O approach since the method of development was modern and interesting. The O2O concept itself is being used on a daily basis by our relationship managers, with good results"

Zdenek Plas, Sales Manager