



MERCURI INTERNATIONAL

Selling in a downturn – Are
your teams being trained
with the proper tools for the
job?

The challenge

In 2020, businesses faced unprecedented challenges. The global pandemic forced many organizations to rapidly transition to remote work, disrupting traditional sales dynamics.

Additionally, economic uncertainty made customers more cautious in their purchasing decisions, requiring sales teams to rethink their strategies to remain effective in an evolving market.

“In good times, SMBs can afford to devote some of their time and resources to landing huge accounts. However, in the new normal, modest-sized businesses need to optimize the velocity of their cash flows, rather than their average deal size.”

Our solution – an in-depth and wide analysis

To address these challenges, Mercuri International conducted an in-depth study across various industries, including finance, pharmaceuticals, construction, and consumer goods. The research engaged C-level executives, sales leaders, HR, and training professionals to understand how companies were adapting their sales training strategies to equip their teams with the right tools for success.

The study revealed that while 45% of companies anticipated reducing their training budgets in 2020, the funds allocated were directed toward developing critical skills needed to navigate the changing landscape.



Interestingly, ‘handling change’ only just made the top ten – a surprise, given the rapid and highly unpredictable nature of market evolution in 2020.

The result

With these insights, Mercuri International designed targeted training programs that enabled businesses to effectively adapt to new challenges. By focusing on key skills such as remote selling and relationship management in virtual environments, organizations maintained productivity and effectively responded to customer needs despite the difficulties posed by the pandemic and economic uncertainty.

This success story highlights the importance of adaptive and targeted training in overcoming crises and ensuring sales teams remain effective and resilient in challenging times.



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Grow your business



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