

Mercury examines all aspects of selling from contact to contract

Mercury was the first company to break BT's UK land-based telecommunications monopoly. It is one of Britain's four mobile telecommunications operators and a major player in the paging business. With competition increasing in those markets, service providers such as Mercury have had to see their customers - especially their corporate customers - in a different light: not as subscribers to be sold a simple service in return for a set of charges; but as accounts, to be won, nurtured and responded to over the long term. A lot more emphasis these days is on making major new sales, rather than relying

on repeat subscriptions or cross-selling from other Mercury divisions.

Huthwaite's Steve Thurlow has been working with Mercury Paging and Mercury Cellular Services to refine the selling skills needed to succeed in this environment.

Some key Huthwaite products have been involved, and some 60 programme places were taken up. The success models that lie behind SPIN[®], Account Strategy, Proposal Writing and Presentation Skills were all brought into play. Steve Thurlow places particular emphasis on the role of Effective Proposal Writing.

"The entire Major Bid team redesigned its proposal template on the back of the Huthwaite model. A typical Major Bid can involve some 2,000 or more unit sales, so there's a lot riding on getting it right", says Steve.

"We started with a two-day event for managers which got them all so fired up about the practical value of what they learned, that when the full programme was rolled-out to sales staff; we found managers wanting to come along in the evenings to support the case study work."

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Steve Thurlow, Huthwaite Consultant