

MERCURI INTERNATIONAL CASE STUDY



THE CHALLENGE

Pöyry is an international consulting and engineering company serving their clients globally across the energy and industrial sectors and locally in our core markets.

Pöyry delivers strategic advisory and engineering services, underpinned by strong project implementation capability and expertise. Pöyry has an extensive local office network employing about 6,000 experts.

The working environment of Pöyry's Industry Business Group has changed dramatically in the last years.

Pöyry is the thought leader in the pulp and paper industry market but still there is a fierce competition of the few projects on the market. Pöyry has come to the conclusion that sales need to take on a more active role in generating new business opportunities.

In the other sectors, Pöyry Industry Business Group is more of a newcomer with the challenge of establishing themselves on the international scene.

All in all, Pöyry was looking for a new sales culture, a different attitude and a structured but still practical approach to sales - globally.

OUR SOLUTION

In the fall of 2013 Pöyry and Mercuri International began joint planning and in January 2014 the **Pöyry Sales Transformation Program** was launched. The targets of the program were stated as the following:

- To create a common sales culture using the **Sales@Pöyry sales method**. It guides people to be systematic, clever and successful in all sales efforts.
- To develop sales skills by class room workshops and blended learning, by coaching and of course through learning by doing in practice.
- To develop sales management and coaching to make the transformation stick and further evolve.
- To measure the transformation on organisational and individual levels.

Together we created the Sales@Pöyry sales method to guide us how to do sales successfully. We introduced and trained some 70 people globally and have since then focused on sales management and coaching to ensure that the sales culture really changes and the learning is used to win contracts.

THE RESULT

After -approximately 6 months experience of the Pöyry Sales Transformation Program, all parties involved agree on the value of the program. **Pöyry Sales has moved in a significantly more pro-active direction and is focusing to sell value**, not only engineering to clients.

Because of these fast results Pöyry's biggest division, the Energy Business Group, is planning to enter the Pöyry Sales Transformation Program already in the fall of 2014, earlier than originally estimated.

"I was pleased to see how our good leaders and seasoned engineers accepted the approach and were eager to learn the "secrets of successful selling". Our journey continues and we will for sure call Mercuri back to help us to refresh and evolve our sales method and culture."

Dan Björn

Global Marketing Director, Industry Business Group
responsible for the Pöyry Sales Transformation Program