

OUTOKUMPU SALES ACADEMY – TAKING OUTOKUMPU SALES TO A NEW LEVEL

Outokumpu is a global leader in stainless steel. Outokumpu creates advanced materials that are efficient, long lasting and recyclable – helping to build a world that lasts forever. The history of Outokumpu tracks back to a rich copper ore deposit that was discovered in Eastern Finland in 1910. Over the years Outokumpu, has evolved from a mining and multi-metal company to the global leader in stainless steel, employing some 10,600 professionals in more than 30 countries, with headquarters in Helsinki, Finland.

For Outokumpu to reach its ambitious long-term targets, the Outokumpu Sales Academy was launched in the autumn of 2016. The Academy, which is a global initiative concerning all field sales personnel, both Sales Managers and Sales Reps, is run in co-operation with Mercuri International.



This is Outokumpu Sales Academy

The planning started already in 2015, and several Group Management Team members are members of the Sales Academy steering group. The program is designed for all sales leaders and front-line sales people at Outokumpu from Americas and Europe to Asia.

To inform the sales organization about the Sales Academy, several briefing meetings and two large info skype calls were arranged in the spring and early autumn 2016, and information was sent out to the participants and their superiors.

The first training modules started in October 2016 for Sales Managers and in December 2016 for sales. The training modules contain several learning elements, such as e-Learning sessions, one-on-one talks with the superiors, case trainings and execution as well as classroom trainings. All materials are available in a portal especially designed for the Outokumpu Sales Academy.

The first classroom trainings were held in November 2016 (Sales Managers) and in January 2017 (sales). All in all, some 300+ people will participate in the Academy, in its first stage, which is planned to end in Q4/2018.

The first successes of the Academy

Already after first 5 months running the Sales Academy, one could already conclude that the Academy was and is a success. Sales has gotten a higher spot on the Outokumpu agenda than before, the Outokumpu sales culture is beginning to change towards a more proactive and customer driven one. There is a common understanding that Outokumpu, and everyone in sales can do much more in the customer interface, and that doing more will lead to better results for both Outokumpu and its customers.

The vision to become “the best performing sales force in stainless steel” is a motivating driver, ambitious as well as realistic. Concrete examples of changes already implemented are e.g. more active Sales Management including clearer target setting for activities and competences and more customer focused sales argumentation based on customer benefits and gains rather than on product features.

There is also a common understanding that modern sales tools like processes, plans and CRM are needed and shall be used by everyone in sales.

Outokumpu’s vision is to be the best performing commercial organization in the industry by 2020.

First insights of the Academy

“Mercuri International’s approach for the Sales Academy is both professional and hands on.

““Outokumpu Sales Academy is a major investment for us in terms of time, money and resources. We have placed our bar very high – are vision is to be the best performing commercial organization in our industry by 2020.



To achieve our vision, we designed Outokumpu Sales Academy together with Mercuri International. The program is designed for all sales leaders and front-line sales people at Outokumpu from Americas and Europe to Asia.

Having participated already 2 modules, I am impressed to see the great motivation of our sales teams as well as the professional and hands on approach of Mercuri International.”

Olli-Matti Saksi, Outokumpu

““I have been especially happy to see the attitude and motivation of the participants. The participants came well prepared, so I also want to thank the superiors for taking the time to introduce the participants to the program to come.

The energy level in all the class room trainings has been high, much discussion and participation and a real drive for improving one’s own sales and sales management efforts is evident.

The participants have also commented positively on the amount of group works and practical exercises as well as the possibility to benchmark and network with colleagues from other regions and divisions.”

Uffe Tollet, Mercuri International, in the role of trainer



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More detailed information of the Outokumpu Sales Academy and contact information available on request.