

RAPALA SALES MANAGEMENT TRAINING

RAPALA VMC CORP.

Rapala VMC Corporation is one of four global players in recreational fishing. They have the biggest distribution network, global manufacturing resources and the most desired brands.

It was just one Finnish man Lauri Rapala and his hand-crafted lure in the beginning, in 1936. Now Rapala VMC Corporation is a global player that brings together several brands and businesses to create a balanced portfolio.

The Rapala Group has an outstanding record of expanding to new territories and business areas. Rapala has helped millions of fishermen to catch more fish.

THE CHALLENGE

Rapala VMC Corporation wanted to align and develop their Sales Management and Sales Procedures to support future growth and profitability.

As the market doesn't grow, achieving annual, international sales growth is to be done by active sales work. And, as the portfolio is large, increased cross selling is needed to grow total sales. Rapala VMC chose Mercuri International as their cooperation partner in refining the Rapala way of selling.

THE SOLUTION

A multi-phased learning path, combined with active Sales Management and customer work is the best way to ensure concrete results of the development program; learning at work 70%, from colleagues 20% and during the training modules 10%.

The first deliveries of the Rapala Sales Management Training took place in Singapore and in Eastern-Europe in November 2016 and Sales Training in Poland in March 2017. The rollout is planned to continue with chosen Rapala sales teams during late 2017 and in 2018.

The objectives were to support professional Sales Management by better

- aligning of Sales Management and sales procedures
- understanding of markets and possibilities
- sales forecasting
- broadening of the product portfolio that is being sold.

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THE RESULTS

Lasse Ollberg, Executive VP, Accessory and Outdoor Division, Distribution APAC & ME, says:

“Both the management and the participants found the training extremely practical and useful. The participants said they received methods for more efficient sales management and means to evaluate and improve their sales teams' performance. Also, they found it very important that they had the opportunity to share best practices and ideas with colleagues from different Rapala units. Uffe Tollet was perceived as a very professional and energetic trainer.

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More detailed information of the case and contact information available on request.