



▶ Your learner journey starts here  
Apprenticeships from Mercuri

# Apprenticeships from Mercuri

Mercuri's Apprenticeships are eligible to be funded by your Apprenticeship Levy. They have been created by commercial experts to ensure your sales, customer service and team leader professionals have the knowledge, skills and behaviours to improve business performance. Funded by your Apprenticeship Levy contribution, they are ideal for both experienced and newly appointed staff. On completion of their learner journey apprentices will have the confidence and competence to demonstrate business and commercial mastery.



## 1. ON-BOARDING



## 2. INITIAL ASSESSMENT & DIAGNOSTICS



## 3. DELIVERY - BLENDED LEARNING MODULES



## 4. GATEWAY



## 5. INDEPENDENT END POINT ASSESSMENT



## 6. COMPLETION

## Our Apprenticeship programmes

Our Apprenticeship programmes can last between twelve to twenty four months and include:

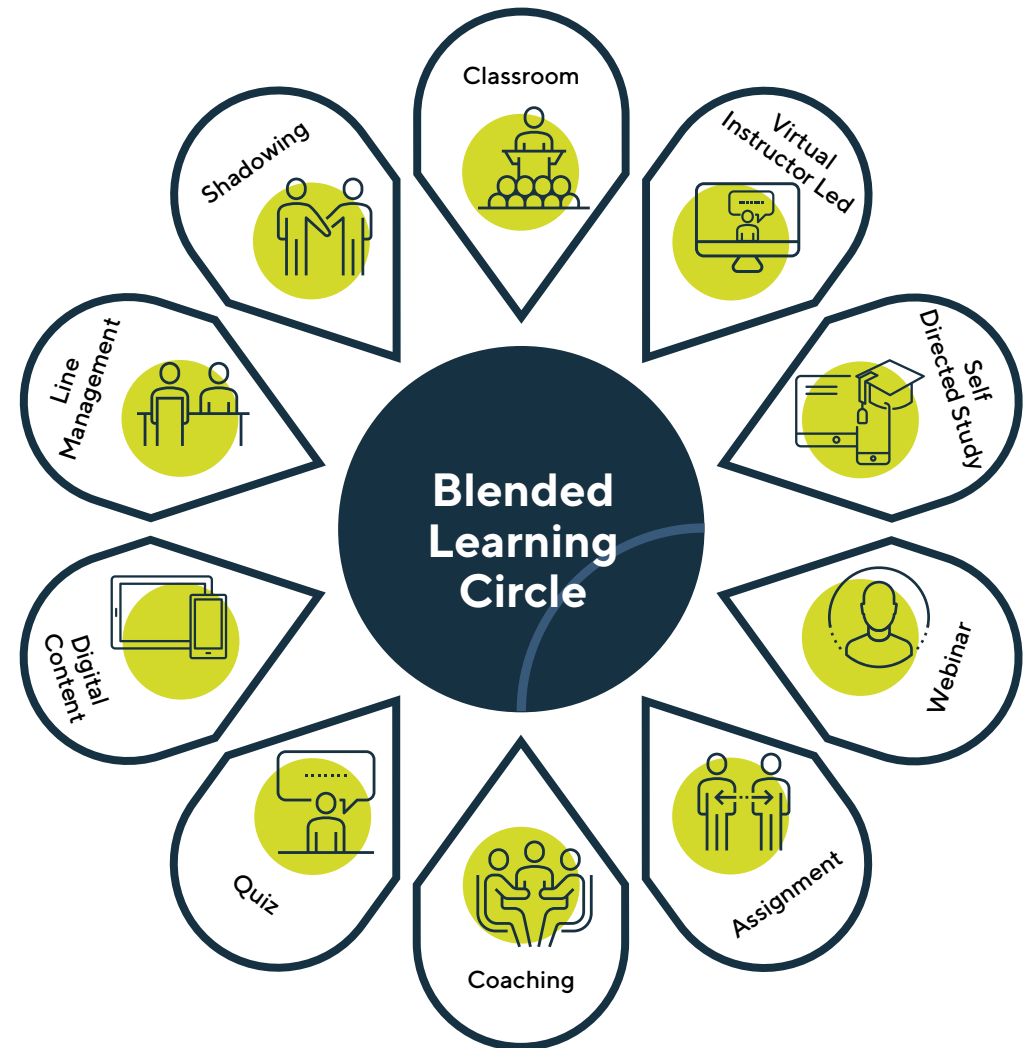
- Sales Executive – Level 4
- Customer Service Specialist – Level 3
- Team Leader / Supervisor – Level 3
- Operations / Departmental Manager – Level 5

This is not an exhaustive list, talk to us about your apprenticeship requirements.

# How we do it?

Mercuri's Apprenticeship programmes are delivered through a combination of integrated, multi-format learning methods. From digital learning experiences to personalized training with certified instructors.

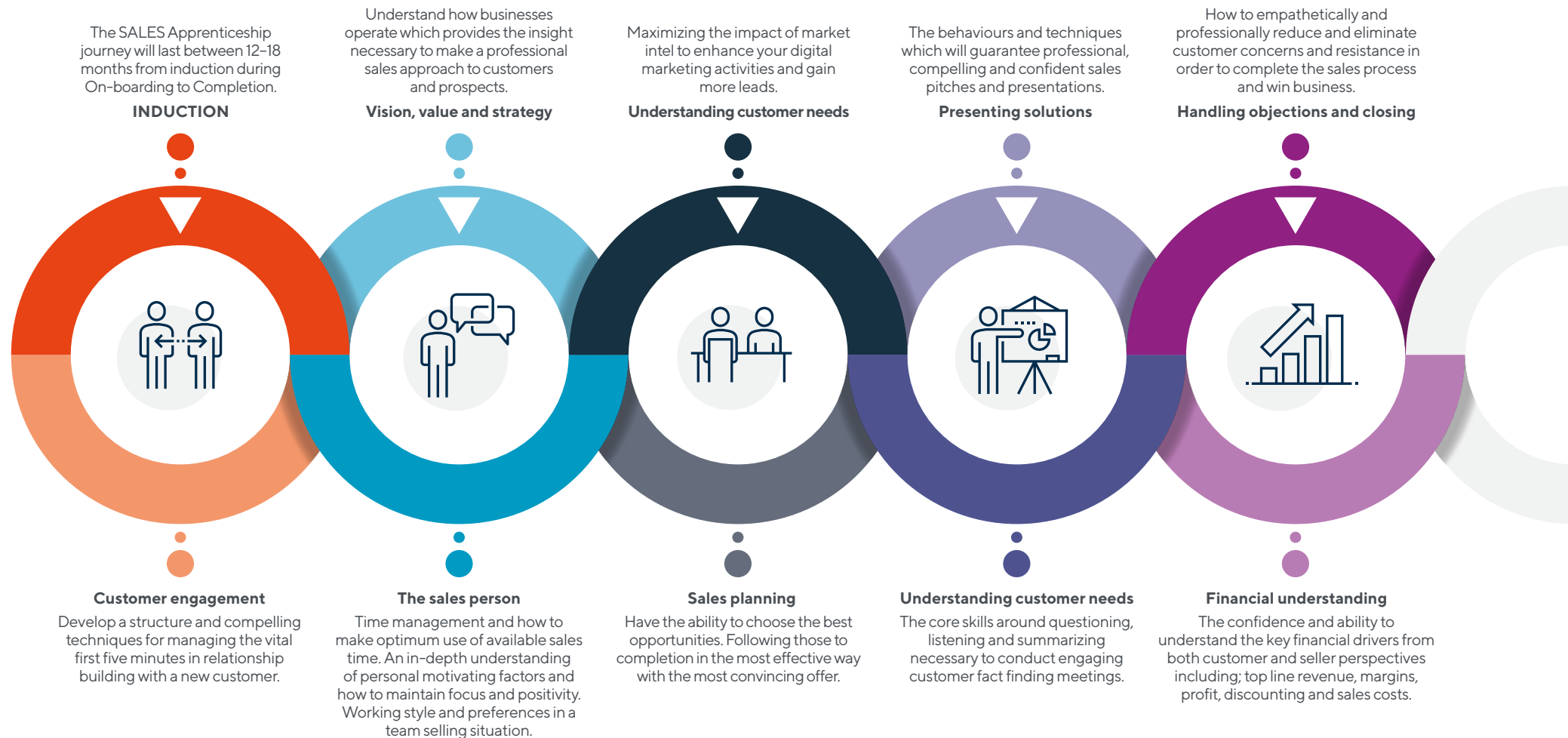
All apprentices will have their own dedicated learning and development coach, as well as English and maths functional skills support if required. Our Mercuri Learning and Development Coaches will support the apprentice with progress reviews to guide and assess. Mercuri coaches combine local market knowledge with global reach and industry expertise.



# SALES+ delivering sales performance

## Welcome to SALES+ learner journey

Starting with on-boarding your apprentices will complete 13 blended learning modules, a combination of business critical and sales related competences.





*"I was overwhelmed by the delivery. The facilitator had great passion and enthusiasm. The delegates left feeling really energized. Our year on year result is 40% up compared to the same time last year."* **Virgin Holidays**

Develop and improve business relationships. Understand decision making processes and engage with stakeholders to strengthen relationships.

**Pro-activity and relationship building**



Recognising areas to improve personal sales capability and access support to achieve sustainable improvement in performance and confidence.

**Continuous professional development**



**END POINT ASSESSMENT**

**Negotiating**

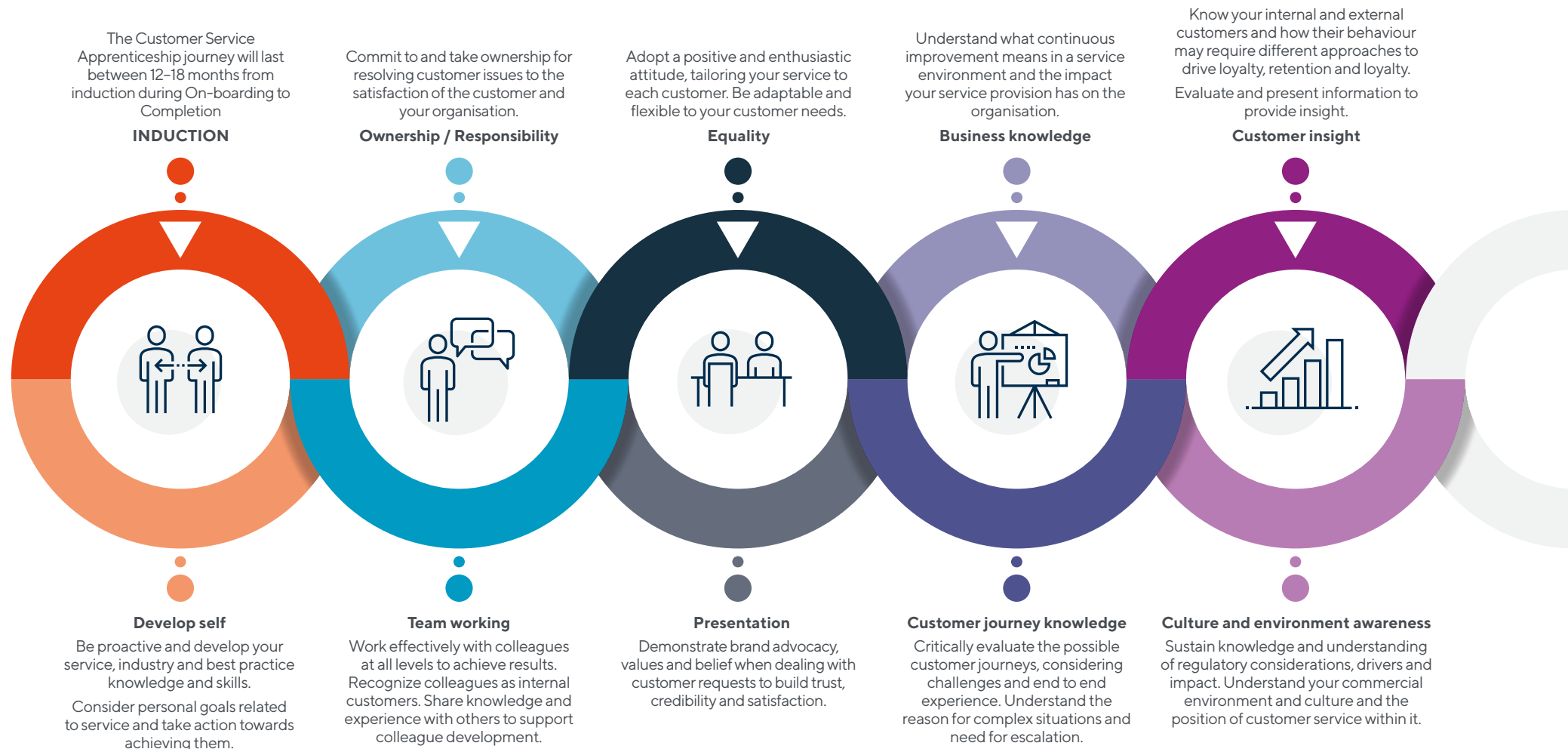
Prepare for, structure and execute a professional business negotiation by maximizing the strength of your offer and meeting the other party's needs.

# CUSTOMER SERVICE enhancing the customer journey

## Welcome to your learner journey

Starting with on-boarding your apprentices will complete blended learning modules, a combination of business critical and customer service related competences.

Modules are content rich and customisable, incorporating the following topic areas:



*“The training has provided a great platform for us to continue to strive for outstanding customer service.”* **Electrolux**



Demonstrate a future focused approach to delivery including decision making and providing recommendations or advice. Resolve complex issues applying a range of approaches.

**Commercially focused service delivery**



**Delivering a positive customer experience**

Use advanced questioning, and summarizing to negotiate mutually beneficial outcomes. Manage challenging and complex situations and make recommendations.

Pro-actively gather customer feedback, through a variety of methods. Evaluate the implication and facts and act upon it. Anticipate your customer needs and expectations.

**Working with your customers**



**Performance**

Maintain a positive relationship even when you are unable to deliver customer expectations. Manage escalations taking into account previous interactions and challenges to determine next steps.

Analyse end to end service experience seeking input from others, supporting development of solutions. Make recommendations based on your findings to enable improvements.

**Service improvement**



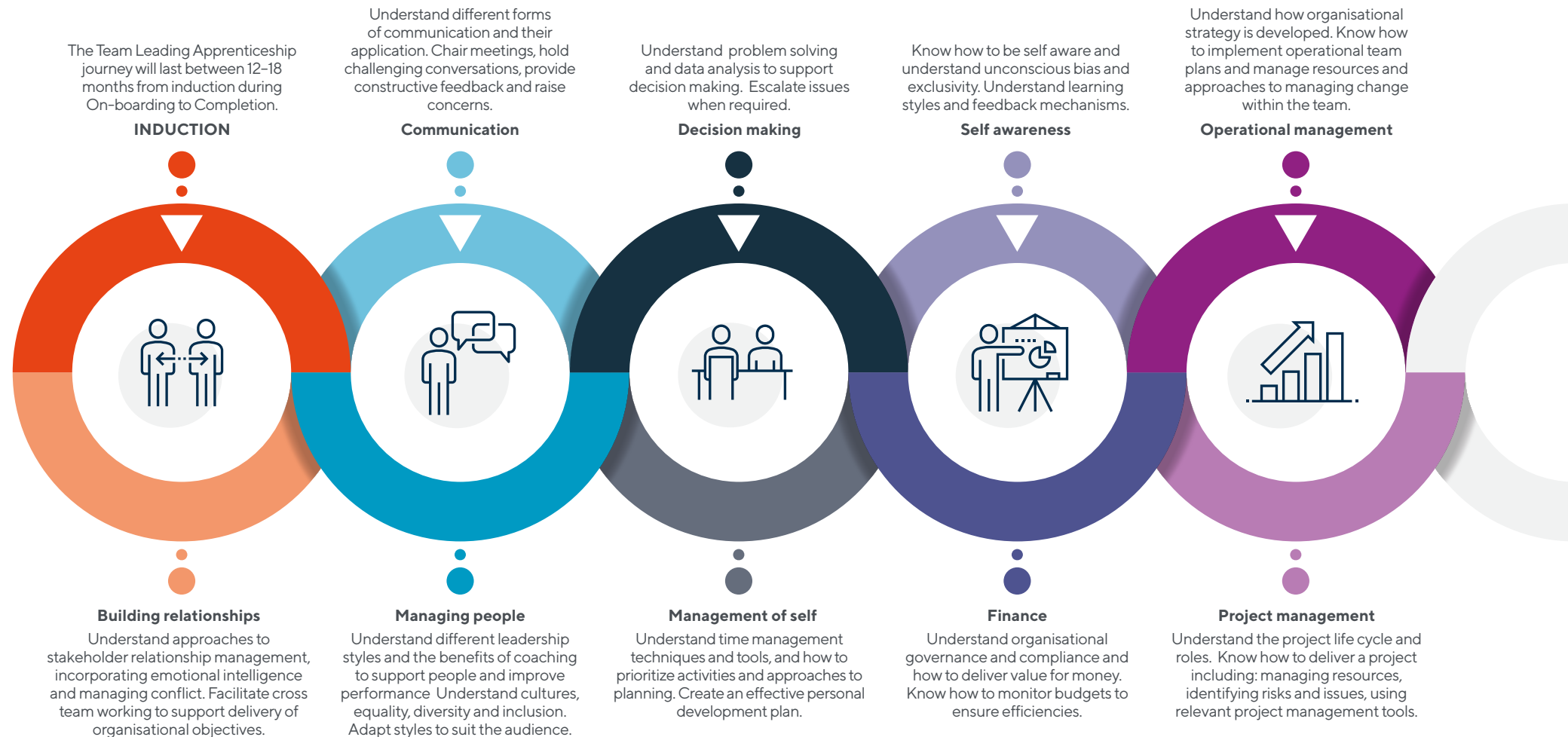
**END POINT ASSESSMENT**

# TEAM LEADING motivating your team

## Welcome to your learner journey

Starting with on-boarding your apprentices will complete blended learning modules, a combination of business critical and management specific competences.

Modules are content rich and customisable, incorporating the following topic areas:

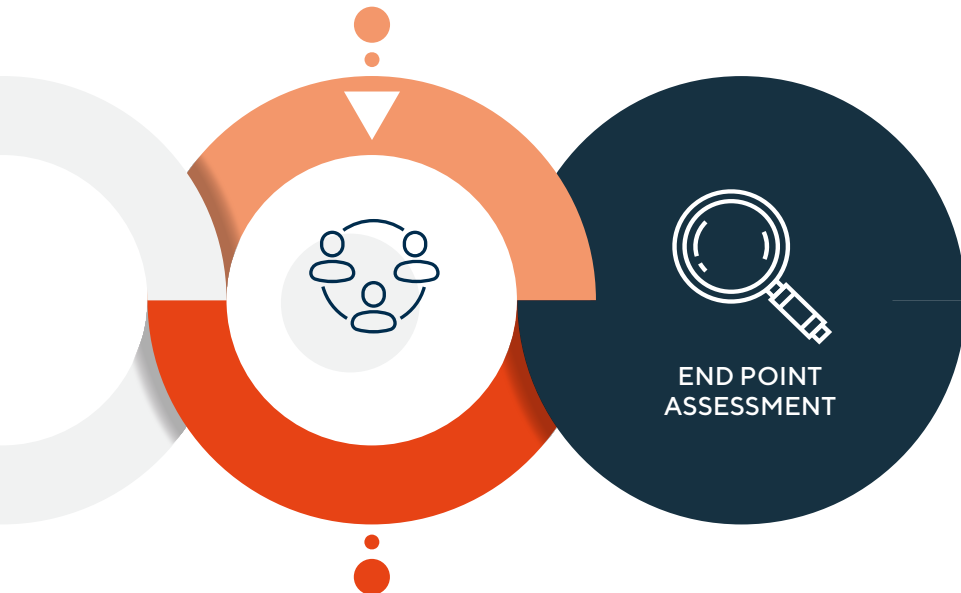




*"I think the biggest impact was the team's new found understanding of how to deal with critical situations or difficult customers and the importance of their roles within the organization and the impact they have in our overall success."* **Hecny Group**



There are additional 1:1 sessions and group tutorial support to consolidate the apprentice's knowledge of leading people, managing people, building relationships, communication, operational management, project management and finance.



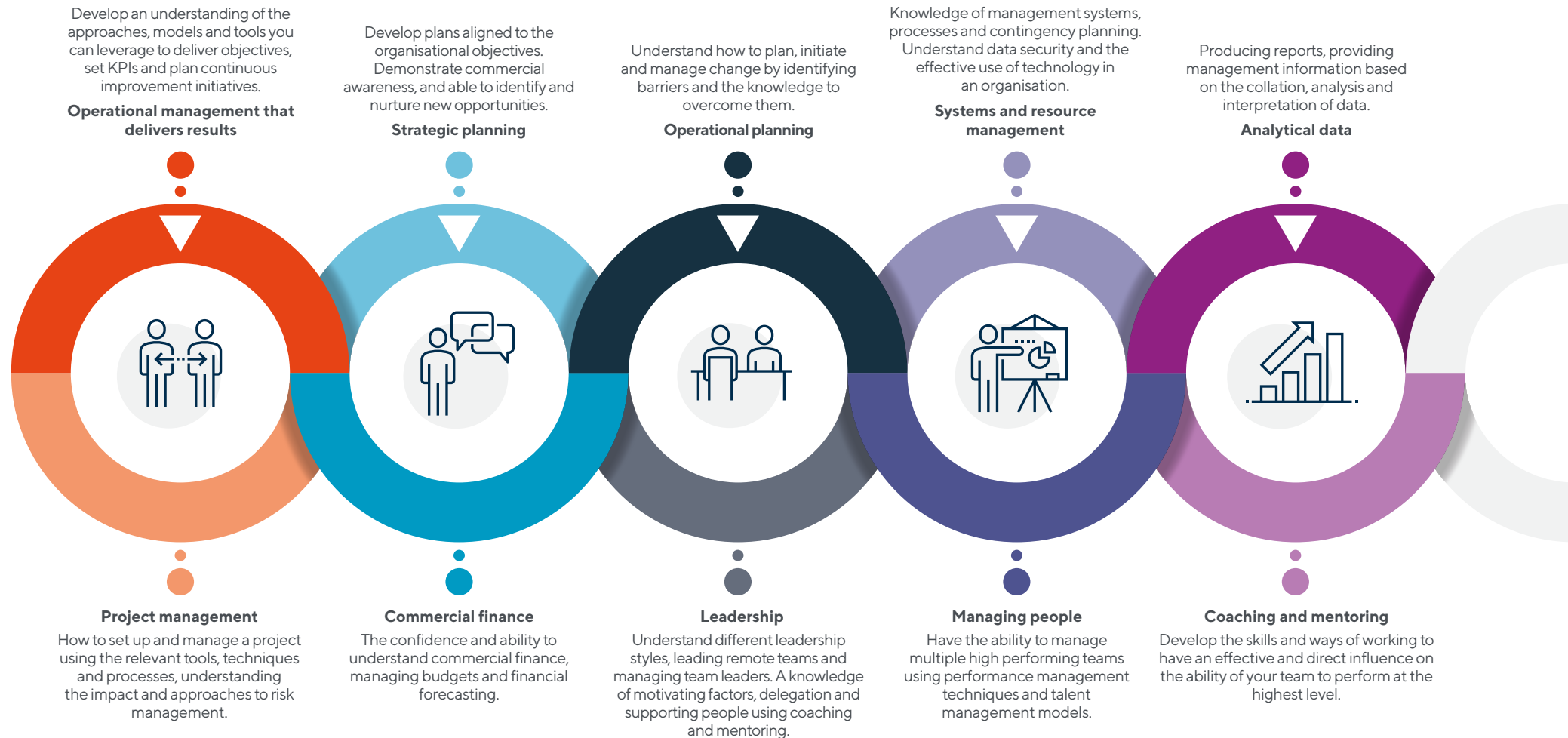
Demonstrate skills and behaviours relating to self-awareness, management of self, decision making, taking responsibility, inclusivity, being agile and professionalism.

# OPERATIONS MANAGER managing people and performance

## Welcome to your learner journey

Starting with on-boarding your apprentices will complete blended learning modules, a combination of business critical and performance management specific competences.

Modules are content rich and customisable, incorporating the following topic areas:



*“At Toyota, we place high demands on our leaders and therefore we have very high demands on the consultants we work with in leadership development. Mercuri has become a close partner in our pan-European leadership programme and is appreciated by all our participating leaders.”* **TOYOTA**



Understand approaches to partner, stakeholder and supplier relationship management including negotiation, influencing, conflict management and effective networking.

**Developing relationships**

Develop your interpersonal skills, using different forms of communication techniques: verbal, written, non-verbal and digital.

**Communication skills**



**END POINT ASSESSMENT**

**Self-management and emotional intelligence**  
An in-depth knowledge of your own impact and emotional intelligence. Knowledge of different time management techniques and learning and behavioural styles.

**Decision making**  
Understand problem solving, decision making techniques, including data analysis and impact of organisational values and ethics on the decision-making process.

## We also offer the following high quality **Apprenticeship programmes:**

- Bid and Proposal Coordinator – Level 3
- Associate Project Manager – Level 4
- Business Administrator – Level 3
- Customer Service Practitioner – Level 2
- Retail Manager – Level 4
- Retail Team Leader – Level 3

*“I am thrilled to be welcoming our latest cohort of apprentices to our three CCS Media Sales Academies. Training and development runs through everything we do and we are excited to be working with Mercuri International on the Level 4 Sales Executive Programme.”* **CCS MEDIA**

*“Emerson is really pleased to be partnering up with Mercuri, the apprenticeship programme is going to add real value to our current Graduate programme.”* **EMERSON**

# Why Mercuri?

60 year track record of improving commercial excellence globally

- Access award winning commercial training via your Apprenticeship Levy fund
- Delivery by experienced Mercuri learning and development professionals
- Commercial expertise to align the Apprenticeship to your organizational requirements
- Recognized Mercuri concepts, methods and tools embedded within the Apprenticeship

Proven diagnostic tools:

- Assess and identify specific development needs
- Quantify performance improvement

Approved Training Organisation



## EVERY YEAR...



**5000+**  
CLIENTS



**18,000**  
WORKSHOPS



**240,000**  
LEARNERS

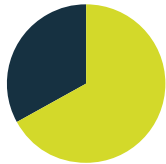
# Benefits

## Employer Benefits

- Improved ability to attract and retain staff
- Increased individual commercial effectiveness
- Drive overall team efficiency

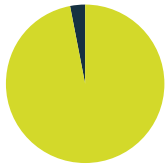
## Learner Benefits

- Increased confidence in customer interactions
- Enhanced capability to deliver improved sales results



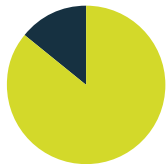
**67%**

of employers says that employing apprentices improved their image in the sector.\*



**97%**

of apprentices said their ability to do their job had improved.\*



**86%**

of employers said that apprentices helped to: develop relevant skills for the organization, and fill the skills gap.\*

\* gov.uk - Key facts about apprenticeships

## Why our clients love it

“We chose to partner with Mercuri, a professional service company specializing in negotiations, sales training and performance due to Mercuri’s global experience.”

### SAP

“They are simple and effective techniques and processes that allow the sales person to adapt them as necessary.”

### Worldpay

“Better Business Results – Higher Motivation – People Quality.”

### Siemens

“Mercuri was instrumental in guiding and training us to The Kramp Way of Selling that now makes our sales team a USP for our customers.”

### Kramp Groep

“Working with Mercuri has helped our sales team understand and develop a consistent sales process capable of delivering great results.”

### SEW Eurodrive



# The name behind the **SALES+** journey

Mercuri International has established itself as the world's leading Sales Consulting and Result Improvement company, providing customized training designed to help improve business performance.



**The sales performance experts who enable commercial excellence by transforming organizations and empowering people to reach their full potential.**

## **Find out why!**

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Approved Training  
Organisation

