

Selling Power Features Mercuri International on 2017 Top 20 Sales Training Companies List

Stockholm, May 23rd 2017 — Today, Mercuri International announced it has been included on the 2017 list of the [Top 20 Sales Training Companies](#) that excel in helping sales leaders improve the performance of their sales teams. The list appears in the June issue of *Selling Power* magazine, which will be available to [subscribers](#) the first week of June.

According to *Selling Power* publisher and founder Gerhard Gschwandtner, sales training continues to be of paramount importance in a digital age.

“We have now entered the era of Sales 3.0, which means balancing advanced technological tools with the human element of selling,” says Gschwandtner.

“This list of the Top 20 Sales Training Companies is a critical tool for sales leaders. Anyone who wants to enhance the productivity and performance of salespeople should consider the companies on this list – each of which can help provide the increased support, coaching, and training necessary to help salespeople learn to navigate relationships with today’s empowered buyer.”

All companies on the list submitted a comprehensive application that included a detailed listing of their offerings for both training and retention, innovative solutions and services they have developed, and their company’s unique contributions to the sales training marketplace. Additionally, they had at least four clients submit a brief survey on their experience working with the training provider and their satisfaction with results from the training effort.

The four main criteria used when comparing applicants and selecting the companies to include on this year’s list were:

1. Depth and breadth of training offered
2. Innovative offerings (specific training courses, methodology, or delivery methods)
3. Contributions to the sales-training market
4. Strength of client satisfaction

Selling Power editors say the firms on the 2017 Top 20 Sales Training Companies list are uniquely positioned to help sales leaders create organizations that will succeed and remain competitive in today’s selling environment.

See the list at sellingpower.com or, for more information, call Selling Power at +1 (540) 752-7000. *Note: The list is organized in alphabetical order and no priority or ranking is implied.*

Contact:

Daniela Vidakovic Lundin, Marketing Manager at Mercuri International Group

Email: press@mercuri.net

Telephone: +46 8 705 29 34

Larissa Gschwandtner, VP, Sales & Marketing at Selling Power

Email: larissa@sellingpower.com

Telephone: +1 (610) 642-3080



About Mercuri International

With our unique combination of consulting and training expertise, we help nearly 15,000 companies per year in more than 40 countries, and in over 30 languages, to become more efficient and effective in their sales activities, and achieve necessary improvements in results.

For more information about Mercuri International, please visit www.mercuri.net

About Selling Power

In addition to Selling Power, the leading digital magazine for sales managers and sales VPs since 1981, Personal Selling Power Inc. produces the Sales Management Digest and Daily Boost of Positivity online newsletters, as well as a five-minute video series featuring interviews with top executives. Selling Power is a regular media sponsor of the Sales 3.0 Conference.

About Gerhard Gschwandtner

Gerhard Gschwandtner is the founder and CEO of Selling Power, a multi-channel media company that produces the award-winning Selling Power magazine and Selling Power TV, a daily video interview series on sales success. He is the author of 17 books on the subject of sales, management, and motivation and has been featured in more than 500 video interviews with sales and marketing leaders. In 2008, Gerhard began producing the Sales 3.0 Conference, which is attended by a total of more than 1,000 sales leaders each year. Most recently, he has collaborated with world-renowned coaches and psychologists to create the [Peak Performance Mindset](#) workshop to help salespeople become high achievers personally and professionally.