

# THE BEST OF BOTH WORLDS

Achieving Balance in Hybrid Selling

MERCURI international



Since March 2020, nothing in sales has been the same. Sales has undergone major changes and evolved rapidly. Before the pandemic, online visits were almost unthinkable, but now they have become the norm for salespeople and customers alike.

Mercuri International recently undertook a survey of companies in Germany, Benelux, Finland, France, Italy, Sweden, and the UK to properly understand how they are transitioning from on-site to on-line to our current hybrid model - and the effects on their sales.

## HERE ARE JUST SOME OF THE KEY FINDINGS

>89%

OF COMPANIES

were affected sales-wise by the covid shutdown in 2020

171%

INCREASE

in 'digital visits' through channels such as Zoom and MS Teams



>77%

OF GLOBAL AND KEY ACCOUNTS

have high acceptance of online customer visits...

38%

... OF LESS CRITICAL ACCOUNTS

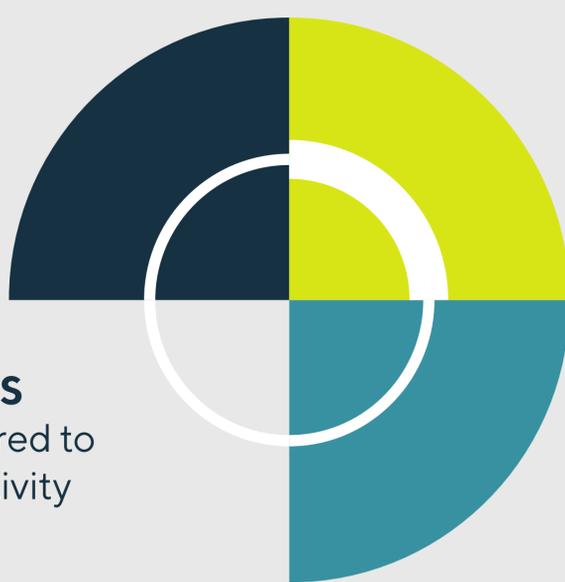
have high acceptance of online customer visits...



>4x

MORE CUSTOMER VISITS

are possible (online compared to onsite) maximising productivity



53%

MORE CUSTOMER VISITS

from hybrid model can enable productivity gains

49%

REGARD THE BIGGEST CHALLENGE

of online as being the limitations of non-verbal communication



97.2 tonnes

OF CARBON

saved per person per year by moving to just 20% online visits

## SO IS THE FUTURE OF SALES ONLINE OR ONSITE?

It's both - a hybrid model that values face-to-face interactions while taking advantage of the productivity benefits of the digital world. **And the best sales teams will be those who have the skills to excel at both.**



Every year Mercuri International empowers companies in over 50 countries to achieve sales excellence. We serve our clients both locally and globally with customized solutions and industry expertise. We grow profit through people, providing the tools and processes to tackle any sales challenge.

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