

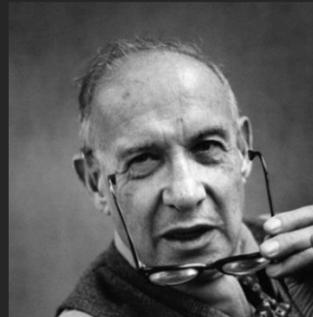
# MERCURIO MISURA



*For over 60 years  
the way to your Customers*

# Mission

make **commercial operations**  
more efficient for businesses.



*“No market has ever bought anything:  
only Customers buy.”*

*“The key concept of the business is  
to create and keep a Customer.”*

Peter F. Drucker



# Intervention solutions



## BUSINESS TRAINING

- Sales network
- Communication
- Leadership
- Internal relationships

## REMOTE COMMUNICATION



## RELATIONAL MARKETING



## MARKET RESEARCHES

- Customer satisfaction
- Brand positioning
- Product e concept test
- Sentiment analysis



## OUTBOUND PROJECTS

- Lead generation
- Prospect qualification
- Uncovered areas and Customers management
- Customer retention
- Remote selling
- Post-selling and Client assistance



## INBOUND

- Toll-free numbers
- Customer service
- Client assistance
- Ticketing
- Event organiser



# Training

*“The great aim of education is not knowledge but action.”*

Herbert Spencer

Personalized seminars  
held at the Client's premises and  
on-line (with interactive video conference)



Remote  
relationships  
and communication



Direct communication  
and sale



Leadership,  
motivation  
and control



Project management



Public speaking

# Relational

# marketing

The company's **ability to listen** is the most authentic demonstration of interest for the Customer.

**MERCURIO MISURA** provides companies with dedicated teams that take care of the **personal relationship with the Customer.**

**Welcoming,  
Listening,  
Promotion.**

**OPERATIVE CRM**  
> produces results

**ANALYTIC CRM**  
> produces information



Our databases and Geomarketing system make it possible to segment Customers and create **targeted intervention clusters** according to the objective of the project.



We use all the tools to **listen to the Customer** and develop the relationship during all the phases of the **Customer Journey.**



# Market researches

Market researches are the connection between **information** and **decision**.

Since 1957 **MISURA** has been investigating trends, preferences and needs of each type of target: **Customers, Companies, Institutions**.

Based on the expressed needs and the Client's objectives, we propose a **mix of solutions** considering the reference market (BtoB or BtoC), the gaining access to the population and the **multimedia** used by the target of interest.



CATI

CAPI



CAMI



CAWI



Forum on line,  
focus group



Desk analysis



Mystery client  
Mystery call



In-depth interviews  
(by phone/on-line)

# How we work

Any intervention  
is strongly  
**customized.**

## 1. PHASE of ANALYSIS

with the  
Client



## 2. OPERATIVE PHASE

after the  
briefing  
with the  
Client



CALL  
&  
WEB  
IN/OUTbound

## 3. MONITORING PHASE

follow up  
and  
reporting  
to Client



Training



Reseraches

The doors of our company are always open so that the Client can verify, at any time, the quality of the execution of the work, speak directly with our staff and the agents involved in the Project ...

**WELCOME in MERCURIO MISURA !**



# Some numbers

Over **1.600** companies clients  
in different market sectors

Over **50.000** attendees  
to our training seminars

Over **10 MILIONI** of interviews  
and over 40.000 useful contacts/month  
in CRM and Direct Marketing  
operations



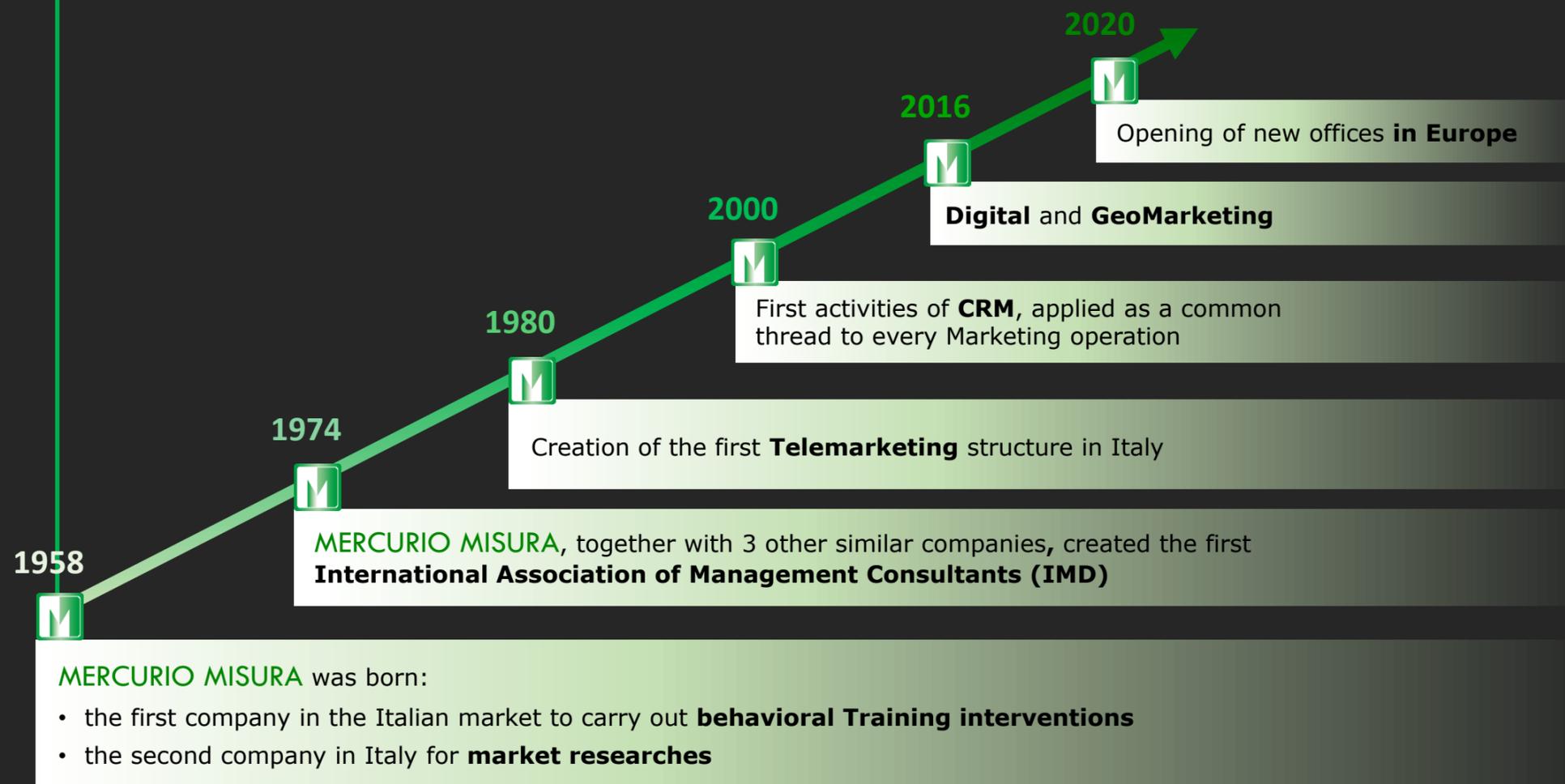
# MERCURIO MISURA

## in Europe

All the **services** are managed by highly qualified **mother-tongue** personnel.



# Our history



In June 2008, **MERCURIO MISURA** received the "**Milano Produttiva**" award by the *Chamber of Commerce of Milan*, in the *Teatro alla Scala*.



They  
choose  
US...



Daiichi-Sankyo



Il meglio della ricerca, il buono della natura.



Mercedes-Benz



# About

«I approached **MERCURIO MISURA** at a critical moment in the history of **Colt Telecommunications**. The brand was not unknown to me, in fact I had known the "Mercurio Misura" of the 80s, the one that trained the best Italian technological sales force of **OLIVETTI** company.

And I contacted them.

And with Stefano there was a deep understanding: not only because he is a prepared and professional person, but also because he is sunny, smiling and he has always solved all problems in a pragmatic and panic-free way. Always going to the center of the problem with kindness, but firmly.

**Luciana's Team and my Sales Force had become one only Team:** they spoke daily, my agents were called in the morning and followed throughout the sales process; at any time. The seller did nothing but go to sell, addressed and followed by Luciana's Team.»



*Achille De Tommaso*

Former President and CEO at *Colt Telecom Italia* (today *Colt Technology Services SpA*)



*Oscar Mangione*

Pharma & Surgical Area  
Business Operation Director

US...

*Partners  
& Friends*



*Dario Scapola*

Integrated Access Management Director

« **MERCURIO MISURA** was a big surprise for me. Since **we created the Alfa Vision project for remote sales in pharmacies**, I have had the opportunity to meet daily a highly motivated group of people who are very professional and competent and who were able to immediately interface with **Alfa Intes**.

The success was immediate, the project travels at full speed despite the negative period that we are all facing, after all I had no doubts that it would go so well, and after meeting the great Ugo Clima I realized that **MERCURIO MISURA** has an edge. Thank you for the managerial skills of Cristiano and Valentina, for Luciana's excellent coordination skills and for the tenacity and strength of Francesca, Martina and Assunta.»

«Very competent and efficient in finding innovative and performing solutions: this is not the identikit of an ideal commercial partner, but the main characteristics of **MERCURIO MISURA**. In the **Training programs in which I collaborated with them**, I have always observed their commitment to motivate people to give their best today, but with a careful and expert eye, especially on the skills to be developed for being even more competitive tomorrow. If you're looking for Trainers with fresh thoughts without any shadow of "star sickness", **MERCURIO MISURA** is, without any doubt, a Partner to deal with.»



# About



## Il Team di Abitare In

Abitare In's Staff

«The partnership with **MERCURIO MISURA** began in 2016 with Abitare in Maggiolina Project, first with the **management of telephone profiling activities on interested clients**, and than with the **organization of the appointments for our commercial network**, up to the **after-sales management of the contractual customers**.

Since then **MERCURIO MISURA** has become an integral part of **Abitare In** family: the Team's ability to share our values and our business objectives has brought excellent results and has proved to be an important opportunity for professional growth.»



## Francesco Villaschi

Contact center Manager  
at Grandi Navi Veloci SpA

«We have had the need to organize **Training courses for our Booking staff** and, after meeting Stefano and Cristiano, we chose **MERCURIO MISURA**.

Since the first appointment we understood that we were in good hands... understanding the needs of our customers and formulating the best solution is what they have done and taught us to do... Needless to say that the results have been amazing and today we can say we have a prepared and motivated team.»

## US...

## Partners & Friends

E-mail communication to the Team of **MERCURIO MISURA** at the end of **making appointments activity**:

«Hello to all, I'll inform you that the **Urban Garden commercial launch weekend** ended yesterday, with a "record" result of 54 apartments sold out of 56.

**In terms of revenue** (including garages, cellars, parking spaces for cars and motorcycles), **we exceeded 96% of sales over the weekend**.

Congratulations to all of you for your contribution to achieve this very important result! In the next days we will organize a debrief meeting on the activities carried out for the launch.

Best regards and see you soon.  
Marco Scalvini »



## Marco Scalvini

Former General Manager  
at Bluestone SpA

«We have been working with **MERCURIO MISURA** for more than ten years with different projects on **Training and Market Research**.

During this long period we have been able to appreciate the high professional level of their staff. However, the aspect that made - and makes - the difference is their ability to empathize with our team and our corporate philosophy, marrying and sharing the objectives so as to develop a real partnership relationship that has proved to be a great opportunity for human and professional growth for all of us...»



## Sandra Guizzardi

Marketing Dept.  
ITW Eurotec Warewashing

Check out all the other comments on our website at the page:

[www.mercurio-misura.it/dicono-di-noi.php](http://www.mercurio-misura.it/dicono-di-noi.php)



MERCURIO MISURA



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