

Successfully selling in Europe

Entering new markets and offering new products can represent a series of challenges for any organisation. Here is how the **American Society of Mechanical Engineers (ASME)**, representing 130,000 members in 158 countries, succeeded in implementing education in Europe in just six years.

ASME Training & Development (T&D) is a well-recognised international education platform which provides training to more than 10,000 engineers annually across the globe. Training can be provided in different ways with both online and offline courses available in a range of subjects.

The relationship between MCI and **ASME** started in 2005 with the opening of the European office in Brussels, Belgium, whose first tasks were to develop the community in Europe and act as the European representatives for all European customers.

After establishing a successful business in North America the T&D department, based in New York, USA, decided to pursue a more global reach, and Europe was one of the first markets targeted for expansion. Given their existing relationship with MCI and **ASME**'s geographic location, it made sense to increase the scope of services provided to include training programmes in Europe.

In order to assess the real potential of the European market, **ASME** and MCI decided to establish a customised European Training Development Strategy using the following steps:

- **The research phase** – gather as much information as possible to understand the specificities of the European market, potential customers and their expectations
- **Product/programme definition** – define the marketing and sales objectives to implement the right tools in order to communicate and sell ASME products
- **Sales and Marketing**
- **Execution** – establish a pilot programme in a selected market to assess potential
- **Evaluation**

After six years of collaboration between **ASME** and MCI, education programmes have been growing consistently in Europe on an annual basis, with double-digit compound annual growth rate. **ASME** now successfully runs over 40 courses per year attracting more than 400 participants across Europe.

For more information about the sales and marketing strategy used and how **ASME** tailored its courses to the European market, view the [video podcast](#) by Murat Dogru, MCI Account Manager and **ASME** Community and Corporate Relations Manager.

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