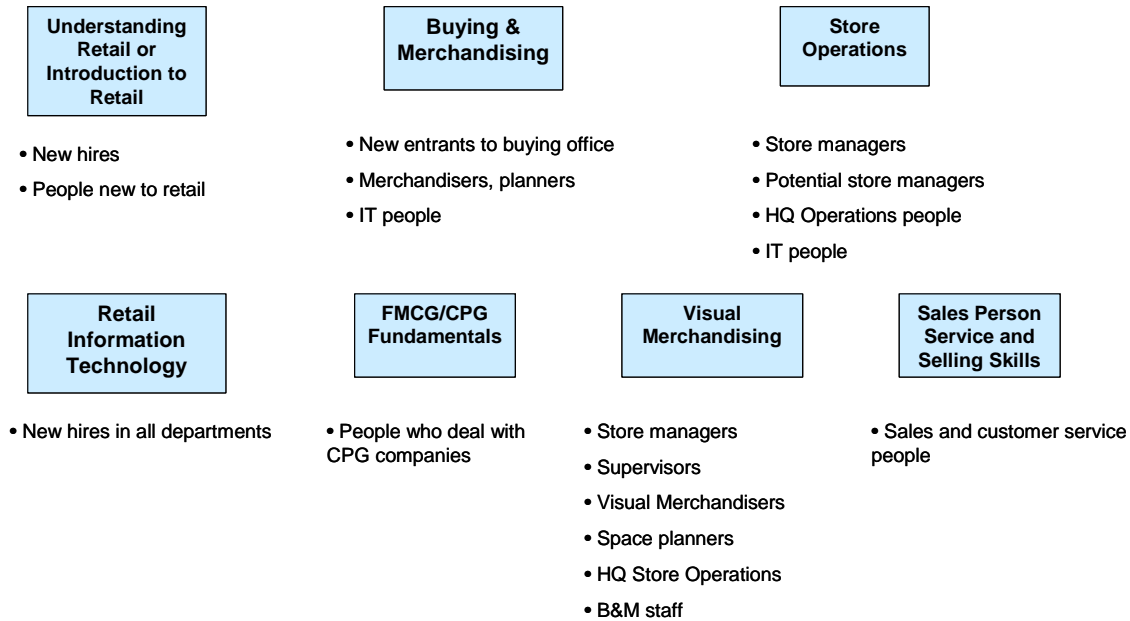


## E-Learning

We have a number of E-Learning courses available summarised in the chart below. The notes that follow give greater detail. These classes are available for installation in house or for use by just a few students.



### Understanding Retail

#### Audience

This program is designed for people who sell or market to retailers. It is ideal for both merchandise suppliers who sell directly to retailers, and for those who market to retailers to get their content specified in product lines.

#### Objectives

This course provides a detailed understanding of the retail industry and how it works -enabling more effective sales calls and effective partnerships with retailers.

By the end of the program, students will be able to do the following:

- Describe the supply chain from a retail perspective.
- Explain the retail business issues that impact vendors.
- Define the Key Performance Indicators that retailers measure.
- Describe the typical retailer's organization structure.
- Perform simple retail financial calculations.

## Buying & Merchandising

### Audience

Martec's Buying and Merchandising e-learning course is designed for junior staff who need a greater understanding of the functions of an integrated buying and merchandising team. It will also assist people from other retail functions either moving into or working with the Buying Office. IT Departments and vendors will benefit from an increased understanding of Buying & Merchandising processes.

### Objectives

This course provides a thorough grounding in basic merchandising and buying principles and concepts. By the end of the program, students will be able to do the following:

- Explain the theory, principles and practice of retail buying and merchandising.
- Describe best practice buying and merchandising processes.

The material provides an overview of the core processes, measures and duties of the B&M team. Students gain insight into daily, weekly, and seasonal activities conducted by Buyers and Merchandisers.

## Store Operations

### Audience

This program is designed for store managers and their direct reports, new area managers and potential store managers. Companies selling and marketing store operations solutions to retailers will also find the program valuable.

### Objectives

This course provides the student with an excellent overview of the organization, functions and concerns of Store Operations within a modern retail business.

By the end of the program, students will be able to do the following:

- Describe the organization structure of the Store Operations function and who is responsible for what.
- Explain the key performance indicators used to evaluate Store Operations performance.
- Describe a wide range of business processes involved in the successful operation of a chain of stores.
- Describe a wide range of business processes performed at the corporate headquarters by Store Operations management.

## Retail Information Technology

### Audience

This program is designed for individuals who need a familiarity with retail information technology and wish to understand how it can be applied to a retail business to improve performance. It is ideal for:

- Technology hardware and software vendors that target the retail market.
- Business executives within retail companies that wish to extend their knowledge of IT and its benefits.
- New hires into retailing

### Objectives

This course provides a detailed understanding of the use of technology in the retail industry. For vendors, this enables more effective sales and marketing. For retailers, it ensures a better understanding of how IT is used in the business and allows for a more informed working relationship with IT colleagues.

By the end of the course, students will be able to do the following:

- Describe the application of retail information technology across all components of a retailer's business.
- Explain the business benefits that each technology can deliver.

## Fundamentals of CPG (Consumer Packaged Goods)

### Audience

This program is designed for people who sell or market to CPG companies. It is suited to all customer facing and product development staff in companies selling to CPG businesses.

### Objectives

This course provides an overview of the Consumer Packaged Goods (CPG) industry enabling more effective sales calls and closer partnerships with CPG companies. By the end of the program, students will be able to do the following:

- Identify the different categories of CPG.
- Understand the responsibilities of each operational area of a CPG company.
- Define the key performance indicators used by CPG companies.
- Understand the role of the Category Business Team

## Visual Merchandising

### Audience

This class is intended for:

- New entrants to the Visual Merchandising team
- Store managers and supervisors
- Headquarters Store Operations management
- Buying and merchandising staff involved in range or assortment planning and setting minimum display criteria
- Planogram production people

### Objectives

For retailers, Visual Merchandising can be a hit or miss proposition. Store staff often have little to no formal training on the science and art of visual merchandising and are merchandising the store with little understanding of what they are doing. While some staff members may be able to execute exciting and effective displays, usually the opposite is seen in most stores.

## Solution Selling for Retail Store Associates

### Audience

Solution Selling for Retail Store Associates has been developed to train associates to approach customers as individuals, understand their needs and values, and create the best solution to match these needs and values.

Solution Selling is a proven model that guides the associate through this process of selling. It is a step-by-step system that ensures a higher rate of success and a higher probability that the customer's values will be met. It is about making a difference to the selling approach, a difference that will improve sales and customer relationships.

### Objectives

By the end of the program, students will be able to:

- Approach customers with asking – “May I help you?”
- Question and listen to customers to fully understand their needs.
- Create a solution with a mix of products and services that satisfy the customer's needs.
- Build rapport and loyalty with the customer, close the sale, and ensure they become a return customer.

## Introduction to Retailing

### Audience

This program is designed for sales, marketing and related professional services people who need a detailed understanding of the retail industry and how it works. It will be particularly valuable to sales and marketing organizations using a solution selling approach.

### Objectives

The objective of this program is to help your organization sell more successfully to retailers. By the end of the program, students will be able to do the following:

- Identify the key business concerns of retailers
- Explain the differences between retail segments
- Understand the responsibilities of each department and senior executives in the company
- Appreciate where and how retailers make and spend their money
- Define the key performance indicators used by retailers
- Describe the key processes in a retail business.
- Use this information to sell more successfully

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The logo features the letters 'CPD' in a large, bold, purple font. A diagonal line, also in purple, crosses through the letters from the top right to the bottom left. Below 'CPD', the word 'MEMBER' is written in a smaller, bold, purple font.

The CPD Certification  
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*All of our standard online and instructor-led classes are certified for Continuing Professional*