

ADVANCED RETAIL SOLUTION SELLING IN A TOUGH MARKET

13th May 2010

Central London

With extra attention on techniques for doing business in a
tough retail market



To register: Tel: +44 (0)1823 333469 Fax: +44 (0)1823 332423

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Course Leader

Brian Hume, Martec's Managing Director and founder, will serve as lead instructor for this course. He is known and respected in Europe, North America and Asia Pacific as an authority on retailing and retail technology. Brian is a dynamic and knowledgeable speaker.

Brian has consulted to some of the world's leading retailers in areas such as business strategy, merchandise planning, merchandise management, supply chain, partnering between retailers and vendors, store operations and the use of technology to improve business performance.

Course Overview

This class is suited to suppliers that offer multiple products and services that can be combined in various ways to create solutions to customers' problems and business needs. It will consist of a combination of interactive discussions, practical exercises based on real retailers and lectures led by a retail industry expert. It will help you increase your sales to retailers and cope with a tough market.

Course Objectives

- To show how to analyse an account using desk research, store visits and key metrics analysis to identify potential additional business opportunities that address your customer's business needs and rank them according to importance.
- To understand how to go from a customer's business objectives, such as increase customer service, through a concept we call solution chains, to arrive at what you should sell them.
- To demonstrate how to develop strategic sales plans to increase account penetration.
- To show how to identify ways to leverage your management hierarchy and other resources to aid in account development.
- To show how you can demonstrate your ability to present your message to retailers in ways that they will relate to.
- To teach you a range of tools that will help you be more successful after the class.

And, as a result - grow more business in your target accounts.

Who Should Attend?

This course is designed for everyone selling or marketing technology products or services to the retail industry. It is designed as a follow on to our Understanding Retail class and assumes a good understanding of the retail industry. The following will benefit:

- Sales Directors
- Sales executives
- Account managers
- Marketing Directors
- Marketing managers
- Head of retail sales
- Business development executives
- Pre-sales consultants

Companies that use Martec's Learning Services:

Martec trains retail sales and marketing teams for technology companies all over the world. Clients include:

- BT
- Hewlett-Packard
- Microsoft
- NCR
- Progress Software
- SAP
- SAS Institute
- Sun Microsystems
- Torex
- Wincor Nixdorf

In Company Training

Martec delivers this program and a wide range of in-company training based on our extensive library of programs, which can be customised to meet specific needs. We also provide e-learning options for smaller groups. For more information please contact Frances Riseley on +44 (0)1823 333469 or email

frances_riseley@martec-international.com

www.martec-international.com

09.00	Registration and coffee	
09.30	Introductions	
	Solution Selling vs. Product Based Selling <ul style="list-style-type: none"> • Introduction to solution selling and its strengths verses product based selling Discovering Retailers' Business Issues or Pains <ul style="list-style-type: none"> • Common challenges in this market • Identifying the most pressing needs and the ones most likely to get off the back burner by: <ul style="list-style-type: none"> • Store walk throughs • Desk research • Fact finding interviews • Analysis of results 	<p>"I believe the content is well balanced and professionally prepared for a 1 day sales education" Christian Koch, Director Strategy, SAP</p>
11.00	Coffee break	
	Solution Chains <ul style="list-style-type: none"> • How to go from business issues to your solutions – increasing sales, increasing gross margins, reducing expenses, reducing shrinkage, improving stock turns • Identifying the projects you can win with. Designing Your Solution and Identifying Your Unique Selling Propositions	<p>"Good informative content - well presented" David Nuttall, Managing Director, Checkpoint Systems</p>
13.00	Lunch	
14.00	Developing The Sales Plan I <ul style="list-style-type: none"> • Identifying the right executives / stakeholders • Getting their attention in a tough market Developing The Sales Plan II <ul style="list-style-type: none"> • What's in it for them • Assessing the Return on Investment • Identifying why they should buy • Identifying why they should buy now • Maximising your customer's bonus 	<p>"Excellent content and well presented" Jacquie Boast, Managing Director, Kewill Solutions</p>
15.45	Refreshment break	
	Using All Your Resources <ul style="list-style-type: none"> • Virtual account team • Industry marketing • Industry consultants • SI and solution partners Review of the Tools Supplied with this Programme <ul style="list-style-type: none"> • Virtual account team • Desk research sources. • Desk research key points checklist. • Store walk-through checklist • Initial interview checklists by job function • KPI calculator • VITO (Very Important Top Officer) letter checklist • Sample VITO letters • Quadrant analysis by retail sector • Solution chain maps • ROI template • Account planning template • Industry marketing 	<p>"Well balanced - thank you for an interesting day with a good range of tools to be applied in every day 'real world' business" Simon Edgar, MIS and CCTV Business Manager – Europe, Checkpoint Systems</p>
17.00	Questions and Conclusions	

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Thursday, 13th May 2010, Central London

Techniques for doing business in a tough retail market.

The fee includes attendance, lunch, refreshments through the day. All delegates will receive a pack containing all the slides used plus detailed notes and a **series of unique retail tools** to ensure that techniques learnt can be put into practice after the course. Tools include KPI calculator, store walk-through checklist, interview checklists by job function, account planning templates and others.

DELEGATE DETAILS

Name _____

Job Title _____

Company _____

Address _____



City _____ County _____

Postcode _____ Country _____

Tel: _____ Email: _____

PAYMENT DETAILS

£549 plus VAT = £645.07 (€610) Groups of 3 or more £499 plus VAT = £586.32 each (€554)

Charge my credit card:   3 digit security code _____

Card Number:

Signature _____ Exp. Date:

Cardholder: _____

Cardholder's Address: _____

Please find enclosed a cheque for the amount of £ _____

Ways to Register

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Post to:
Martec International Ltd
Martec House
40 High Street
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Book three or more people get a reduced rate of £499 each



All of our standard online and instructor led classes are certified for Continuing Professional Development

Martec International

Martec International is a leading consulting and training practice specialising in buying and merchandising, supply chain and store operations. We provide best practice business process development, project and change management services and we develop and deliver skills training using e-learning and instructor-led approaches. We market a library of pre-developed e-learning programs in Europe and in the US in conjunction with the National Retail Federation's NRF University *Wired*.

Booking Conditions

Provisional bookings may be made to reserve space while payment is organized. Attendees may cancel up to two weeks before with a full refund. Thereafter, you may transfer to a later class presentation for which a £60 administration charge will be made. A substitution is allowed at any time. If payment is not received prior to the event, attendees agree to pay with a personal credit card and claim the cost back internally.

The organizers reserve the right to cancel to two weeks before the event for reasons beyond its control. In this event, we are not liable for any travel expenses incurred.