

# UNDERSTANDING RETAIL

**Tuesday 29<sup>th</sup> June 2010**

**Atlanta GA**

Sell more to retailers, uncover bigger opportunities,  
gain more confidence talking to retailers  
outside the IT department



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## Course Leader



Matthew Deeter was the former Vice President of Merchandising and Internet Operations at Lowe's Companies, Inc. He has over 25

years of retail and information technology experience as both a retailer and technology vendor. Throughout his career, Matthew developed and implemented business and technology solutions for some of the largest retailers including Wal-Mart, JCPenney's and Lowe's. He provided leadership in the development of e-commerce industry standards as a member of the VICS Board of Directors where his pioneering work boosted the effectiveness of multi-channel retailing. Many Fortune 500 companies use his e-commerce strategies and guidance in both business and technology. Matthew is a well respected expert in the fields of strategic planning and information technology operations. He is the author of the book "Pride Passion Profit – 7 Steps to Category Development."

## Course Overview

This course 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 understand more about how retailers think, act and run their business and ensure that you sell and market more effectively in the retail segment. It will pay special attention to the private equity owned segment.

All delegates will receive a pack containing all the slides used plus detailed notes and 2 weeks access to Martec's Understanding Retail e-learning training to provide valuable support after the course.

## Course Objectives

- To provide a complete understanding of the retail market, the key business issues affecting retailers today.
- To describe the application systems infrastructure for major retailers and how it varies by retail segment.
- To explain how to interpret the key elements of retailers' financial statements.
- To demonstrate how to analyze the key metrics that retailers use to identify areas of under performance and sales opportunities.
- To show the best way to articulate your solutions so that retailers understand their full benefits using the KPIs that they use.
- To ensure you speak to the right people in a retail company about the things that will interest them.
- To apply methods for gaining entry into the account.

## Who Should Attend?

This course is designed for everyone selling or marketing technology products or services to the retail industry. The following will benefit:

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

## Companies that use Martec's Learning Services:

- Business Objects
- Cognos
- EMC
- Hewlett-Packard
- Microsoft
- NCR
- Progress Software
- SAP
- SAS Institute
- Sonic Software
- Sun Microsystems

## 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 +1 770 392 9664 or email [frances\\_riseley@martec-international.com](mailto:frances_riseley@martec-international.com)

<b>08.30</b>	<b>Registration and coffee</b>	<p>"I believe the content is well balanced and professionally prepared for a 1 day sales education" <i>Christian Koch Director Strategy, SAP</i></p> <p>"Good informative content - well presented" <i>David Nuttall Managing Director, Checkpoint Systems</i></p> <p><b>Over 4,000 sales people have attended Martec's retail training in the last 21 years.</b></p> <p>"Excellent content and well presented" <i>Jacquie Boast Managing Director, Kewill Solutions</i></p> <p>"Well balanced - thank you for an interesting day with a good range of tools to be applied in every day 'real world' business" <i>Simon Edgar MIS and CCTV Business Manager – Europe, Checkpoint Systems</i></p>
<b>09.00</b>	<b>Introductions</b>	
	<b>Retail Application Architecture</b> <ul style="list-style-type: none"> <li>• High level structure of retail systems</li> <li>• Merchandise optimization structure</li> <li>• Point solutions</li> <li>• How this structure constrains retailer buying</li> <li>• Application quadrant analyses – identifying strategic, key operational, maintenance and potential new applications by retail segment</li> <li>• Using this knowledge to decide where to break in with most success</li> </ul>	
<b>10.30</b>	<b>Coffee break</b>	
	<b>Retail Financials</b> <ul style="list-style-type: none"> <li>• Retail profit models</li> <li>• Sample Profit and Loss Statements</li> <li>• Improving the P&amp;L, Balance Sheet and Cash Flow</li> <li>• Industry profitability drivers</li> </ul>	
	<b>Retail Metrics</b> <ul style="list-style-type: none"> <li>• Sales ratios</li> <li>• Stock metrics including turn</li> <li>• Cost of goods sold</li> <li>• Shrink</li> <li>• Margin metrics including gross margin, markdowns, GMROI</li> </ul>	
<b>12.30</b>	<b>Lunch</b>	
<b>13.30</b>	<b>Retail Organization</b> <ul style="list-style-type: none"> <li>• Differences between non-food and food organizations.</li> <li>• Typical organization structures</li> <li>• Sourcing, Buying and Merchandising</li> <li>• Category management structure</li> <li>• Store Operations</li> <li>• Finance</li> <li>• IT</li> <li>• Marketing</li> <li>• Warehouse and Distribution</li> <li>• Executive pains by job function</li> <li>• Retailers' attitudes and approaches to buying technology</li> <li>• Working with the CAPEX process</li> </ul>	
<b>15.15</b>	<b>Refreshment break</b>	
	<b>Gaining Entry to the Account</b> <ul style="list-style-type: none"> <li>• Getting to the line of business execs</li> <li>• What to do when IT is a barrier</li> <li>• Why people see you</li> <li>• What you bring of value</li> <li>• Who to call on</li> <li>• How to attract their attention and stimulate interest</li> </ul>	
<b>16.45</b>	<b>Questions and Conclusions</b>	

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Atlanta, GA

Learn what really matters to retailers and how to gain their attention.

The fee includes attendance, lunch, refreshments through the day and a comprehensive set of student notes to take away.

### DELEGATE DETAILS

Name \_\_\_\_\_

Job Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Zipcode \_\_\_\_\_ Tel No \_\_\_\_\_

E-mail \_\_\_\_\_

### PAYMENT DETAILS

\$899  Groups of 3 or more \$839

Charge my credit card:     

Card Number:

Signature \_\_\_\_\_ Exp. Date:

Cardholder: \_\_\_\_\_ Security code \_\_\_\_\_

Cardholder's Address: \_\_\_\_\_

Please find enclosed a cheque for the amount of \$ \_\_\_\_\_

### Ways to Register

Tel: +1 770 392 9664  
Fax: +1 770 551 8105

Email: [hollie\\_cashmore@martec-international.com](mailto:hollie_cashmore@martec-international.com)

Post to:  
Martec International, Inc  
1200 Abernathy Road,  
Suite 1700  
Atlanta, GA 30328

### Discount

*Save a further \$100 by also booking onto one of our other classes*

*Book three or more people get a reduced rate of \$839*



### 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 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 \$120 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.