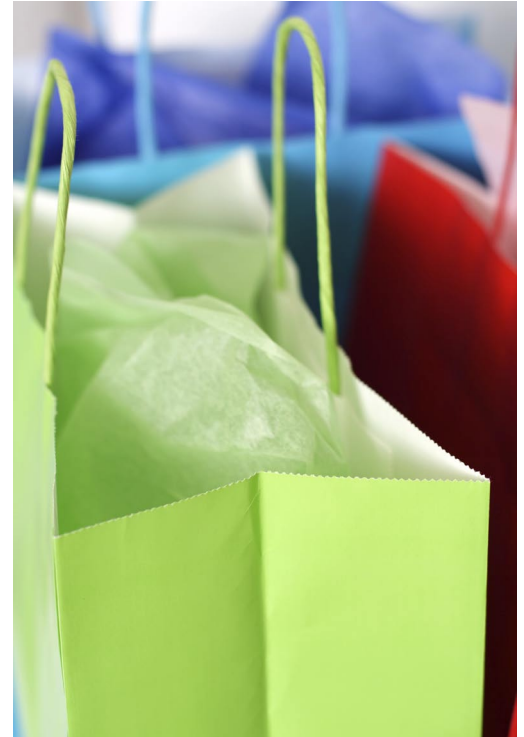


# International Consultants and Trainers to Consumer Goods Manufacturers



***Increase sales, drive down costs and create success***

## Who We Help

### Does this sound like you:

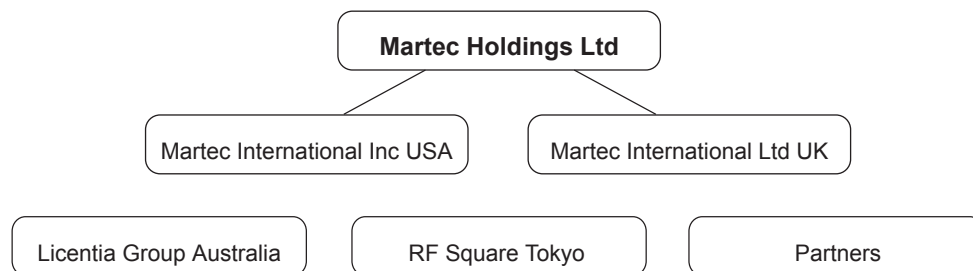
- 1 You want to sell to retailers more effectively and need to develop a detailed understanding of how retailers plan assortments, select product, negotiate a deal and measure their success with you?
- 2 Your people need to understand retail metrics such as sales per square foot and GMROI and also understand important concepts like Open To Buy (OTB) and how it affects their ability to do business with you.
- 3 Your people need to understand how retailers negotiate and how to deal with it.
- 4 You have access to a retailer's sales and inventory data and you need a better understanding of what to do with it.?

## Who We Are

**Martec helps vendors sell more effectively by developing their people, processes and systems with state of the art learning and consulting services.**

Each of Martec's professional staff has more than 10 years of retail experience with at least one senior management position in a major retailer before joining the firm. Their backgrounds cover a wide range of retail functions and they bring a wealth of experience to our clients.

We operate across the globe from our headquarters in the US and UK and have partners in Australia and Japan that provide local expertise when needed.



## Benefits

### As a result of our deep industry experience:

- 1 We place less demands on your people's time.
- 2 We identify the real problem rather than the symptoms.
- 3 We get it done more effectively than our competitors because our learning curve is much shorter.



## Core Areas of Expertise - Summary

### Consulting

- Market research (primary and secondary)
- Market positioning
- Messaging
- Go to market plans (marketing strategy)
- Marketing and sales aids, collateral, ROI calculators, etc
- Account research
- Account planning
- Exploiting sales and inventory data on retailer portals
- Effective supply chain integration with retailers

### Training

- General retail skills
- Buying & Merchandising skills
- Store Operations and visual merchandising skills
- Solution selling and account development
- Supply chain management



## Benefits

- 1 You get a better go to market strategy with a much greater chance of success.
- 2 Your sales force effectiveness improves dramatically.

## Go to Market

### Retail Marketing Strategy

**Does your retail marketing strategy work or is there room for improvement? Do you need to improve the way you communicate with retailers? Do you need to tune your retail offer?**

To develop a successful and productive retail strategy, many companies undertake primary or secondary market research. Analysis of your competitors is vital; their products or services and their approach to the market. You can then use this information to shape your retail market strategy and develop go to market messaging and retail marketing campaigns. Sometimes you need to recruit partners. How do you ensure that they are the right fit for your organization? Your sales force needs to develop key account plans and execute them efficiently. They need retail specific tools and skills to help them do this. Sharply focused, up to the minute industry training will put your sales team ahead of the rest.

Faced with these needs, many of the world's leading manufacturers turn to Martec International for assistance. They use Martec's expertise and tools to enhance their go to market activities. They choose Martec because we blend many years of retail expertise with a deep knowledge of what a sales person needs to do to be successful. We show them how to use their retail knowledge and tools to close business.

## Martec Database

### A Comprehensive Database of Retailers

We maintain a comprehensive database of the retailers with over 55,000 named individuals in 14,000 companies. This is used by many manufacturers to support their mailing and marketing campaigns. Our research team compiles and maintains a database of key performance indicators for the top US and UK retailers. This, together with other research forms the backbone of our account planning service. What makes Martec's account planning service unique is the way we interpret retail data to identify potential opportunities for the client's account team to follow through on.

## Benefits

- 1 You will be able to target your marketing activity in a very focused, cost effective way.

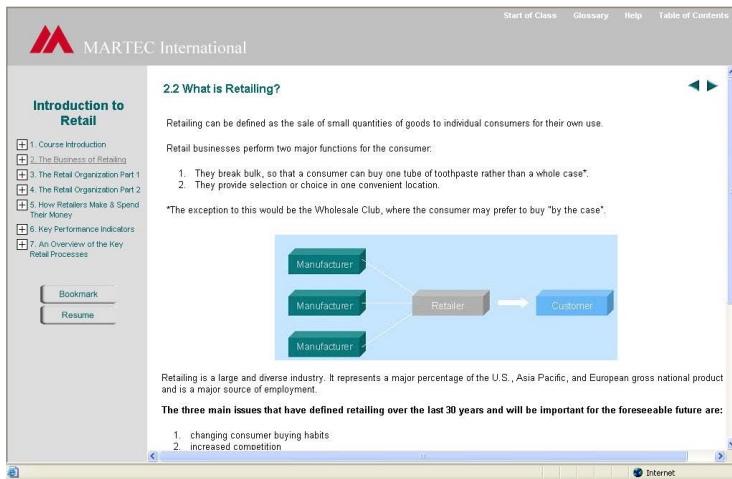
## Training Portfolio

**Martec provides the most comprehensive portfolio of retail training offerings to vendors (and retailers). Vendor sales people with the right industry knowledge win more business.**

Training Products	E-learning	Webinars	Classes	Workshops
Introduction to Retail	✓			
Understanding Retail	✓		✓	
Introduction to Retail Technology	✓	✓		
Essentials of Retailing			✓	
Merchandise and Assortment Planning			✓	
Forecasting, Allocation & Replenishment			✓	
Store Operations	✓		✓	
Buying and Merchandising (Non Food)	✓			
Introduction to CPG (FMCG)	✓			
Supply Chain Management		✓	✓	
Fast Fashion and Speed Sourcing			✓	
Multichannel Retailing		✓		
Negotiating with Retailers		✓	✓	
Retail Partnering			✓	
Advanced Retail Solution Selling			✓	
Account Planning Workshops				✓

Our Instructor led programs are supported by extremely comprehensive student documentation which serves as a valuable resource long after the class.

# About E-Learning Products



These courses are self-paced web-based training programs. All the student needs to run the program is access to a PC and a web browser. The programs are hosted on Martec's site and offered at a one-time use fee per student. Upon payment an account number and password are issued for the period of time purchased. Within that time, students can re-visit the material as often as they wish.

A sample screen shot from the Introduction to Retailing E-Learning Program

## Benefits

- 1 Your sales and marketing people will understand their customer's needs and problems.
- 2 They will be able to tell your story in the most effective way.
- 3 They will close more business.

## What Makes Martec Training Special?

- Excellent content
- Thorough and practical
- Based on real life experience in a wide range of retailers
- Best practice guidance
- World-wide perspective
- Objective

## What Makes Martec Different?

- We're all former retailers
- We understand retail processes better than any other consulting firm
- We have the process, learning and technology skills to provide total solutions
- We're international, not global – our consultants each have experience of multiple countries, hence understand the local differences
- We provide significant thought leadership
- The directors work actively alongside the consultants

## Benefits

- 1 We understand retail like no other consulting firm.
- 2 We understand what vendors need to do to be successful.
- 3 We combine this knowledge to get better results for you.
- 4 Unlike our competitors, we can do it internationally too.



MARTEC International



***Martec - helping retailers do business more effectively.  
Helping vendors sell to and partner with retailers.***

*For more information email or call us in the US or the UK:*

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