



Martec's Training Services for Companies Selling to Retailers

Martec is the world leader in retail industry training and how to apply industry knowledge to sell to retailers more effectively. We specialize in all of the key business processes in buying, merchandising, supply chain and store operations. The consultants who develop our training are former retailers with direct sales experience. This real world experience of retailing, our deep R&D investment, coupled with our instructors' ability to go "off script", gives our training its unique value.

Martec's Retail Development Academy

Martec provides a Learning Management System to control and manage training in your company and ensure that you get maximum benefit from your training investment. The system can be hosted or run as an in-company LMS. All Martec's retail training courses can be accessed via the LMS as well as in company and other vendors' offerings.

Retail Skills Training Services

- Training needs analysis and retail skills audits
- Training road map and learning path development
- Off-the-shelf and bespoke e-learning including:
 - Understanding Retail
 - Introduction to Retailing
 - Fundamentals of CPG
 - Store operations
 - Buying and merchandising
 - Visual merchandising
 - Retail IT
- Off-the-shelf and bespoke instructor led classes on general retail skills, core processes and solution selling for vendors including:
 - Understanding Retail for technology vendors
 - Understanding retail for manufacturers,
 - Essentials of retailing
 - Advanced retail solution selling
 - Negotiating with retailers
 - Essentials of merchandising
 - Store operations
 - Category management
 - Merchandise optimization
 - Supply chain management
 - Fast fashion
 - Forecasting, allocation and replenishment
 - Merchandise and assortment planning
 - Essentials of buying
 - Advanced buying skills
- Off-the-shelf class manuals for all the classes shown above



Some of Martec's Clients



For more information

Please visit www.martec-international.com

Martec's instructor-led and e-learning training programs are distributed in the US by Performance Solutions Inc (PSI) as well as being directly available from Martec. Please visit PSI at www.insidetheindustry.com

In South Africa our e-learning programs are distributed by Bridgewater Learning, please visit www.bridgewaterlearning.co.za