

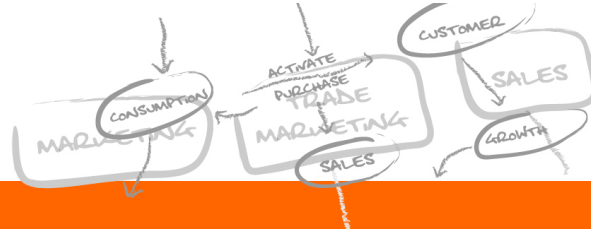
Training programs

As part of our People First™ suite of people development approaches, engage offers a comprehensive learning curriculum. We deliver either **public programs** or in-house programs, which can be tailored to your specific needs.

engage's programs are designed to deliver real business benefits. Our programs are facilitated by experienced professionals.

	Consumer	Shopper	Channel	In-store	Customer
Insight	Strategic consumer insight	Strategic shopper insight	Strategic channel insight	Understanding the in-store environment	Strategic customer understanding Insight into modern retailing
Strategy	Brand Diamond: Creating portfolio and brand strategies	Creating shopper strategies	Creating channel segmentation & strategies	Creating in-store marketing strategies	Creating route-to-market strategies Developing key customer strategies
Investment	Building brand investment frameworks		Building trade investment frameworks		
Annual planning	Innovation and product portfolio planning Sharpening brand plans & forecasts	Shopper marketing essentials	Developing channel plans & budgets	Developing in-store marketing plans	Customer business planning Investing in customer terms and conditions
Execution	Successful new products introduction				
	Promotion planning & analysis				
	360° communication		Executing channel plans	Effective assortment management Managing in-store merchandising & communication	Value-based selling Value-based negotiation Executing the perfect field call

Learning is supported with online post-program testing, proven to enhance retention by up to a factor of four.



A winning formula for the General Trade

October 2008

0%

100%

Which of the following statements best describes general trade customers?

Choose only one of the following

- Shops that are generally run by international retailers serving the needs of people in the local community
- Shops that are run by major Malaysian chains or by multinational retailers
- Shops that are generally run by local business people serving the needs of people in the local community
- Shops that are generally run by local business people using a multinational retail brand



NEXT

For details of our up-coming events, click [here](#) .