

## Training program details

**engage** provide a broad and yet tailored curriculum focusing on key skills required in consumer goods across marketing, trade marketing and sales. Here are the details of some of our programs.

Should you are interested in one of these programs, please detailing the program, preferred language and geographic location.



### Developing integrated in-store plans

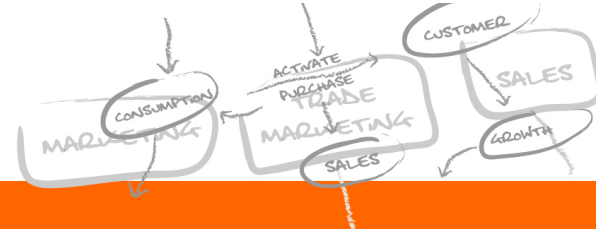
Whilst there is debate as to exactly how many decisions are made in-store, it is now universally recognized that what happens in-store is now of utmost importance to all brand owners. Maximizing returns on all brand investment, whether in-store or out-of-store, depends therefore on creating and implementing plans in an integrated fashion.



### Shopper marketing essentials

Recognition of the impact of shopper marketing has been gaining in importance for many years now. Industry estimates suggest investments in this area have increased at nearly three times the rate of more traditional marketing disciplines.

Value based selling



### Value based selling

Successful salespeople are essentially mini-business managers. As such, they have mastered a number of management skills: the ability to analyze complex situations, set objectives, develop strategies and plans, and execute and evaluate their plans. But the most essential skill – and one that all successful salespeople excel in – is the ability to persuade.



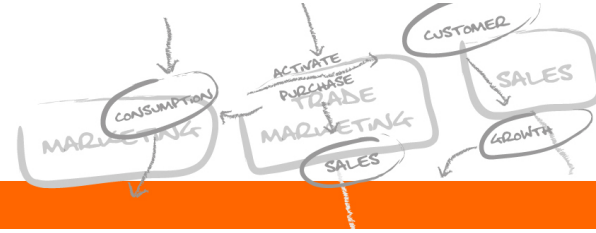
### Value based negotiation

Negotiation is very costly to the business unless it is well managed. A negotiation in which both parties recognize a value to be gained and a value to be lost and that strives to maximize the value gained for both parties ultimately minimizes the cost to the business.



### Customer business planning

If you fail to plan - you plan to fail. To succeed in selling, salespeople must first understand each customer's situation and their needs. This requires developing a motivating business plan that reflects analysis of the customer's business drivers, strategy, marketing plans and commercial environment. It should include objectives, tactics, activity plans and a business forecast.



### Managing global retailers

With the accelerating growth of modern retailing, it is essential that the commercial team as well as the support teams understand the demanding and complex operations of international retailers in order to manage and service these important customers more effectively and efficiently.



### Effective promotions management

Most businesses spend significant amounts on in-store promotions, and the planning, selling and implementation of these activities take vast amounts of resource. Yet engage's research suggests that up to 70% of promotion investment delivers little or no financial return to manufacturers.



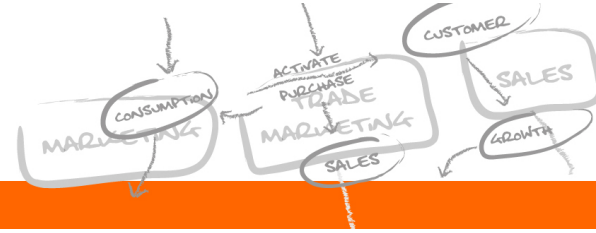
### Effective territory management

Effective territory management will support sales forces in the achievement of sales targets and profitable growth, by focusing resource on the outlets and activities which create the best returns for the company, in the most efficient manner.



### Strategic shopper and channel insight

As more investment is made in-store, persuading shoppers to buy brands and motivating retailers to support manufacturer's activities, it is becoming clear that insight in this area can deliver real competitive advantage. What is less clear is what are the most critical of shopper data, how to generate high value insight from this and how this should be used develop channel and in-store activity plans.



## Principles of shopper marketing

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