

Training programs guide

 Category management


 Merchandising fundamentals

 Quantitative merchandising experts

 Merchandising strategy & concepts






 Sales forces

Category management

 Category management is a methodology between retailers and suppliers, allowing each other's performances growth, through consumers' benefits.

This training allows retail actors, in every trade sector, to optimise their partnerships and develop highly performing solutions at a product category level.

Targets












-  Key accounts
-  Category managers
-  Sales directors
-  Trade marketing and merchandising managers
-  Buyers.

Length: 2 days

Animation: theory and practice.

All chapters are illustrated by tailored exercises.

Program

-  Category management and ECR
-  Category management definition and supports: when can we use this methodology?
-  Process' steps
 -  Definition and consumers' surveys
 -  Category roles
 -  Issues definitions, data analysis, ratios
 -  Kpis, partners' understandings
 -  Category strategies
 -  Tactics: merchandising, assortments, innovations, promotions, prices, human
 -  Action planing, on going process
-  Actions: practicing together, participants cases

Merchandising Fundamentals



What is merchandising?

Operational techniques that every retail network can use in order to improve point of sales performances. Master these techniques and their vocabulary is a precondition to any efficient action.

This training helps point of sales actors to build and justify their merchandising actions, according to sales and marketing goals. Merchandising is not a costly tools sum, but a source of short term profitability.



Targets

- Sales and marketing managers
- Merchandising managers

Length: 2 days

Animation: theory and practice.


All chapters are illustrated by tailored exercises.



Program

- Merchandising definition and history
- Macro merchandising
 - Zoning, consumers' flows, FOC
 - Universes, categories
 - Space allocations
- Micro merchandising
 - Assortments
 - Segmentations, layout techniques
 - Facings, visual merchandising
- Communication on the point of sale / POSM
 - Promotion, publicity
 - Signage, dramatization
- POS situation diagnosis

Quantitative Merchandising experts

 Quantitative merchandising is a specific skill allowing specialists to build merchandising solutions adapted to management issues in POS : days of stock, stock-outs, payment terms...

This training gives to participants already experienced the ability to go further in their actions efficiency. They will better optimize assortments, allocate shelves and space meters, and improve planograms economic efficiencies.

Targets

- Sales and marketing managers
- Merchandising managers
- Category managers

Length: 2 days

Animation: theory and practice.

All chapters are illustrated by tailored exercises.

Program

- Merchandising fundamentals, back to the main rules
- Assortments management: various methods to optimize your product ranges
 - Methods
 - Applications
- Space allocations: from shop to shelves allocation, turn over optimisations
 - Methods
 - Applications
- Facings management, different methods
 - Methods
 - Applications
- Conclusion, performance ratios to follow up

Merchandising strategy & concepts

Developing a merchandising strategy has many consequences in a company. For a brand, it will vary across retail channels, clients segmentations, issues to solve, available or needed means. For a retailer, it influences the entire concept and the category roles.

This program aims at managers in charge of merchandising solutions development and medium or long term deployment. It makes merchandising a strategic weapon for companies' sales and marketing strategies. It justifies risks and solutions developments.

Targets

- Sales and marketing managers
- Merchandising departments
- Concepts managers.

Length: 2 days

Animation: theory and practice.


All chapters are illustrated by tailored exercises.

Program


- Merchandising fundamentals, main rules
- Merchandising strategy, shop concept, definitions and methodologies
- Potentials, issues, targeting
- Building a merchandising approach on a category
- Sales forces actions and tools (argumentum, software...)
- Measuring tools
- Merchandising department: roles and organisation

Sales Forces

Sell your merchandising on the field

 Merchandising is only efficient when it lasts. It only lasts when it is sold, if its final user is convinced of its relevance. Suppliers sales forces, but also retail network animators, rarely know how to sell their merchandising solutions.


This training shall help creating partnerships on the field, adapt solutions, sell locally and perpetuate their applications.

-  **Targets**
- Sales and merchandising managers
 - Retail networks leaders

Length: 2 days

Animation: theory and practice.

All chapters are illustrated by tailored exercises.

-  **Program**
- Merchandising fundamentals, main rules
 - Sales methodology
 - Merchandising diagnosis – field exercise
 - Preparing a tailored argumentum
 - Discovering clients needs
 - Role plays on precise cases
 - Conclusions