

Compelling Category Selling

Principles of category management

What's it about	Retailers highly rate suppliers who demonstrate a way for them to build their category and then position their brands and business development activities to provide the solution. Compelling Category Selling is a pragmatic programme to enable you to practice this approach.
Objectives / Outcomes	<ul style="list-style-type: none">• A full understanding of why a category approach is critical• A full understanding of how to create a category proposition• How to integrate the category proposition into the 5 E's to deliver category based selling
Approach	The programme is very interactive, with working sessions, toolkit activity and case studies to put the principles of category management into practice, including practicing category based selling

Target Audience

Primary Audience: Sales, Sales Managers, NAM's, DSM's, Marketing

Secondary Audience: Anyone who needs to become more entrepreneurial, more successful in capturing the moment that will lead to business development

Programme overview

The initial 2 days enable delegates to understand what category management is, why it's critical to create compelling category propositions, how to generate them taking a practical insights driven approach and then how to build them into the 5 E's to create a category based selling approach. To reinforce these skills delegates will be challenged to create an individual 'category based' selling role play and presentation based on an upcoming 'live' objective. On day 3 they will practice delivering it with the consultant acting as the buyer. Each participant will receive structured feedback from the consultant and their colleagues and benefit from observing their colleagues role plays

- What's Category Management?
- Why's it so important?
- The language of category management
- The category management process – and how to influence it
- What's a compelling category proposition – creating a triple win.
- A practical insight generation process
- Insight generation tools & tips
- The 5 E's and the category proposition
- Case studies to practice creating compelling category propositions

Logistics

3 day face to face workshop

Maximum number of participants for class: ideally no more than 8