

Winning with the omnichannel shopper

Influencing the omnichannel journey

What's it about	<p>The changing consumer journey and emergence of omnichannel shopping behaviour has deep implications for creating & influencing the customer plan. Being able to develop & influence customer plans from an omnichannel perspective has become a new way of working and vital skill for any sales manager.</p> <p>This workshop programme enables them to learn & practice the skills, tools & techniques involved, and understand the quality of thinking required, to create an omnichannel plan that influences key online & instore touchpoints along the consumer journey</p>
Objectives / Outcomes	<ul style="list-style-type: none">• Gain an understanding of the omnichannel shopper• Develop skills in influencing the omnichannel shopper journey• Develop skills in planning to influence the digital point of purchase• Be better equipped for omnichannel conversations with customers/suppliers
Approach	<p>The programme is very interactive, with the Blueprint Consultant leading the delegates through three modules, learning by doing, practicing the skills involved.</p>

Target Audience

Primary Audience: Account Managers, Trade Marketing Managers, eCommerce Managers, Category Managers

Secondary Audience: Sales Managers, Sales Directors

Programme overview

Part 1: In this module delegates gain a common understanding of omnichannel and it's importance, together with the building blocks to omnichannel success. They then explore the digital point of purchase and the differences versus bricks & mortar, digital commerce language, digital 5P's, 7 digital commerce assets and finally digital planning tools which will be practiced during working sessions.

Part 2: In module 2 the focus switches to the changing consumer journey and 5 moments of truth, together with their implications for the

customer manager and the customer business plan. Delegates learn how to map and influence the consumer journey.

Part 3: In this final module, delegates learn how to to apply the learnings from the previous modules to create an omnichannel action plan that influences key online & instore touchpoints along the consumer journey.

Logistics

2 day in person workshop or 4 half days online

Maximum number of participants for class: Ideally no more than 10