

IMPACT

for trade marketers



‘From insight to impact’



AccountManagementFMCG
a must for every sales professional

► **Sounds familiar?**

You are a trade marketeer or category manager. You have come up with a razor-sharp analysis regarding potential opportunities in the category. You are able to pinpoint 'the critical points' in the turnover achieved. You have completed great shopper research and cannot wait to get everybody up to speed on the results. But how do you get the client on board? How do you get account management to support your vision? In short, how do you progress from insight to impact?

► **Why this two-day training?**

We notice in practice that many trade marketeers consider it a challenge to find support for their knowledge, insights and vision from the client's category managers and in their own internal organisation. This programme offers trade marketeers specific tools and techniques to convert their knowledge and vision into a positive impact on results.

► **What is the target group?**

Trade marketeers who want to enhance their communication skills when it comes to impact and persuasion. This practical training meets the requirements of trade marketeers working with retailers in the food, drug and pharmacy channels.

► **Retailers as guest speakers**

During this programme, a category manager will be invited to give their view of the added value of trade marketing within the cooperation. This will provide an inspiring and candid glimpse of the 'world of the client'!

► **The knowledge, skills and inspiration of now**

We will use the latest insights in the field of communication, psychology and sales in this programme. An inspiring bibliography will be used, including authors such as Simon Sinek, (Start with WHY), Robert B. Cialdini (The Psychology of Persuasion), Pacelle van Goethem (How to Sell Ice to Eskimos) and publications in the domain of the neuro selling.

► **Programme set-up**

All the communication skills and techniques offered are linked to expertise in the field of impact, persuasion and the neuro selling. The workshop will give participants the opportunity to rebuild and adapt a case from their own daily practice using the techniques from the session. On the second day, participants will be taught how to present this plan or proposal with maximum impact in a one-on-one situation.

Our clients: Bakkersland – Bayer – Beiersdorf – Coty Benelux – Danone – Duvel Moortgat – Go-Tan – H.J.Heinz – Ferrero –Fortuin Dockum – GlaxoSmithKline – Groentehof – Hak – Haribo – Heineken – Intersnack – Intertaste – Kimberley-Clark – Lutèce – Nestlé – Nutricia – Koninklijke Peijnenburg – Vemedia – Vrumona – Yakult – Queens Vis – Scandinavian Tobacco Group – L'Oreal – Storck – Verkade – Tivall.

► Session 1. From insight to impact with the SCEP structure

When are people willing to listen to you? How can you convey information in easy stages? Put the content of your presentation in the 'SCEP' structure (situation - cause - effect - plan). Find out how you achieve maximum impact using a minimum number of slides!

Topics that will be covered upon during this session include:

- ✓ Model of influence
- ✓ The SCEP structure
- ✓ From proposition to 'message house'
- ✓ Working with cases from your own daily practice
- ✓ Task: prepare your next account proposal in line with these structures

► Session 2. Persuasion at the table

This session will teach participants a number of essential conversation techniques to present the content with impact in one-on-one situations.

Topics that will be addressed during this session include:

- ✓ Guest speaker from retail
- ✓ Effective opening via the ABC
- ✓ Listen, summarise and ask further questions
- ✓ Chunking up and chunking down
- ✓ The 6 steps for Effective Objection Handling
- ✓ Working with cases from your own daily practice

► Number of participants

To be able to guarantee intensive coaching of participant, the group size has to be agreed upon.

► What will it generate?

We design our programmes in such a way that they immediately generate a direct return on investment. Just work out what the inclusion of an additional SKU, a different location on the shelf or the achievement of second placement may generate additionally!

► Investment

The investment for this workshop amounts is R 12.500 per participant. R 2.600 will be charged for venues and meeting arrangements. Amounts are exclusive of 14% VAT and overnight stay and dinner. For in-company rates you can contact Mark van Beek.

This will include:

- Facilitated by a professional and experienced trainer
- Guest speaker/expert from retail - FMCG
- Inspiring venues
- Coaching by trainer during the programme.

Want to know more? The quickest way is to call Mark van Beek.
You can find more information about our programs on our
website: thebettersalescompany.com
You can also send an e-mail to: mark@thebettersalescompany.com



Contact details:

AccountmanagementFMCG,
Woudenbergseweg 41, 3711 AA Austerlitz, The Netherlands.
Mark van Beek: +31 (0)6-51 19 44 33
Henk Janssen: +31 (0)6-54 33 17 09

AccountmanagementFMCG

Bases on the need for pragmatic sales skills for commercial managers in the FMCG sector, Mark van Beek and Henk Janssen started setting up and offering training courses geared towards practice. This laid the foundation for AccountmanagementFMCG in 2012, an institute that offers solutions within the FMCG sector in terms of sales skills, sales leadership, communication and applied psychology. In addition, Mark van Beek and Henk Janssen also provide various in-company programmes.

Henk Janssen

Henk Janssen is the founder and owner of Idee•Consult (1996), his mission being to 'make companies more successful'. Clients include leading brand manufacturers in the food & drug sector. He gained his 'experience in success' in various marketing, sales and general management roles at Nutricia, John West and Wella; companies where his philosophy and method led to remarkable growth figures. Henk is an 'international certified NLP trainer'. Henk also wrote regular columns for the professional magazine Food Personality.

For more information see also:
www.ideeconsult.nl en www.quick-wins.nl



Mark van Beek

Mark van Beek is founder and owner of The Better Sales Company. Mark has been active in various commercial and management roles. He started his career at PepsiCo in 1996. He continued his career at Beiersdorf in 2000 and started his dream in 2012: to inspire people to unlock their growth potential. 'If you do what you did, you will get what you got!'

He uses this motto to inspire his participants during his training courses and programmes to unlock their growth potential. Mark is a certified trainer, strategic coach, one-minute coach trainer and Discovery Insights trainer. Combined with more than 20 years of commercial experience, this is an ideal formula for his inspiring training courses that have a great deal of impact.

For more information see also:
www.thebettersalescompany.com

