

Category Management and Key Account Management for Winning Market Performance

New and proven approaches for optimal sales outcomes

Detailed Program Agenda

Module 1: Introduction

- Welcome and housekeeping
- Introductions
- Expectations

Group exercise 1 – Consensus on expectation

Module 2: The B2B component of B2C

- Hot buttons and path to purchase in the B2B environment
- The straight-rebuy barrier
- PESTLEED factors
- The foundations of the marketing plan
- The united front: Sales support

Case study 1 – Natracare vs. Tom

- A lose/lose/lose outcome

Module 3: Advantages of Category Management approach to Account Management

- Sales planning
- The customer review process
- Point of sale solutions
- Customer-specific, shopper-aware and consumer-familiar

Module 4: Meeting account needs and outclassing competitors

- Assessing strategic approach to Category Management
- Determining the 'right' level of sophistication for you and your accounts
- Retailer strategy
- Category definition
- Category segmentation
- The importance of a Brand Portfolio
- Analytical requirements
- Sources of information
- Frame of reference
- Summarising the importance of Competition Analysis

Case study 2 – Mars Pet Foods "Wall of Yellow"

- How to maintain unnaturally high market share for decades?

Module 5: Practical marketing

- Thrust & Parry – Realities of negotiation – leveraging your Competitive Analysis
- Some harsher buying negotiation techniques to be wary of
- Brand equity – Protect it, build it, capitalise on it, erode it at your peril
- Opportunity gaps and market assessment
- Identifying sales drivers

Group exercise 2:

Select one group member's immediate problems and as a group brainstorm to solve them.

Case study 3 – Arnotts vs. Coles

- A marketer's brand beats a retailer's, and why.

Module 6: Drill down on Category Management – Using your Category Management workbook

- Category Management gearing and scope worksheet
- Retailer strategy worksheet
- Exploring different category definitions worksheet
- Segmenting your category worksheet
- Buyer's exposure worksheet
- Category roles and strategies worksheet
- Data Source Analysis worksheet
- Segment Gap Analysis worksheet
- Category Assessment worksheet
- Productivity Analysis worksheet
- Sales Per Point of Distribution analysis worksheet
- Category Assessment / Sales Drivers worksheet
- Category Management on Limited Data worksheet
- Category Assessment on Limited Data worksheet
- Key Player Analysis worksheet

Group exercise 3:

Complete the first three worksheets in your Category Management workbook and discuss.

Module 7: 7th 'P' of Marketing – Real Marketing

- Physical evidence
- Positioning
- Packaging
- Product type and consumer behaviour realities are your allies

Module 8: Sales and Account Management aspects of Category Management

- Some CRM perspectives
- Lifetime value of a customer
- Product Portfolio Management
- Future product: The role of NPD (New Product Development) and the LU (Lead User) approach

Case study 4 – WHAT NOT TO DO – Australian Herbal Teas

Case study 5

Consortium study on what makes a high performance characteristics of a high sales Account Manager.

Module 9: Writing and implementing a category review

- Matching the Marketing Plan: Endorsement of your company
- Matching goals
- Positioning and believability
- Between the lines communication (believability)
- Consistency and credibility

Group exercise 4:

Peruse the Category Review Management template and find the three months useful pages, explain why to the group.

Module 10: Review and windup

- Key issues in Channel Management
- Contingency planning
- Resources

Important Note: The Presenter reserves the option to vary and adjust the workshop order of topics and content according to experience, seniority, industry and special interest of and to suit attendees.

more

Testimonials from the trainer's programs:

"He hit the ground running with insightful and creative strategic and marketing advice from day one. He helped us get national distribution through pharmacy wholesalers, created interest in Coles and Woolworths, and made a major contribution to our business plan. His consulting company also guided us into better media buying and a great value TV advertisement."

–Dr. Craig Erskine-Smith, CEO, Erskine Dental – makers of Piksters™.

"Trainer achieved more for Denes than any other marketing executive in over 40 years of operation!"

–Eric Sawyer, Chairman, Denes Natural Pet Care.

"I believe the implementation of your recommended strategies will more than repay our initial investment."

–Michael Sheedy, National Marketing Manager, Ajax Chemicals.

"This trainer impressed me with ability to quickly understand the complexities of my business and the market we work in. I recommend him for skills in facilitating paradigm shifts in corporate thinking."

–Alastair Smith, Managing Director, Strata Associates.

"Your marketing advice really is quite priceless and decision provoking.... Thanks so much for the highly-effective way that you cut-to-the-chase for us."

–Sean Keith, Director, Keith's Kitchens Pty Ltd

"We were not sure what was causing the problem. I got this consulting firm to sit with me a few times and work through the issues. Now business is booming!"

–Alicia Parker, CEO, Parker's Organic Juices

"This is the first time we have used a marketing consultant, which I am pleased to say, has exceeded our expectations."

–WM Ferguson, Marketing Manager, Marion Merrell Dow

"We increased our sales of regular product lines by 50%... testimony of ability to assess the market and then select and implement appropriate sales strategies."

–J.D. Stott, Director Vehicle Registration, NSW Government

Organiser:



Strategic Vision Group Pte Ltd

for more information: www.sv-grp.com

Why you should attend ?

- Sophisticate, streamline and adopt latest strategic marketing thought
- Learn the factors and skills that Category Managers NEED to know to stay on top of the game
- Benchmark your company's methods, approaches, techniques and forms against an international standard
- Identify buyer hot buttons, path to purchasing decision and sales barriers
- Refine, revitalise and invigorate your Category Management, Business Development and Key Account relationship building methods
- Pick up useful negotiation tools and helpful marketing insights
- Identify your strengths and weakness and competitive advantage of disadvantage in your Category and Key Account Management
- Find out the secrets to successful Account Management and Sales Performance

How this program can help companies in tough times like this?

- Empower & inspire your KAMs, NAM's, Sales and Trade Marketing people improve productivity, morale, talent while reducing staff turnover and misconceptions
- Improve your trade partner relationships, stimulate sales and undermine your competitors
- Improve customer usage, client loyalty and business performance

Course Extras

This course will include a number of valuable handouts including hard and soft copies of in-course documents and softcopies of additional resource, reading, reference and educational support documents, including, but not limited to:

- FMCG Category Management Audit
- Marketing Planning workbook
- A category review template
- 22 Immutable Laws of Marketing
- The Four Faces of Marketing
- Leading practices in effective Channel Management

Incidental Benefits

- Find new motivation to work collaboratively internally and with trade partners
- Develop wisdom to better understand and communicate internally and externally
- Pick up some strategic skills that will enhance your productivity for the rest of your career.
- Enjoy some profound insights in marketing and strategic planning
- Share notes, experiences and network with like-minded executives from other industries and learn from sharing success and horror stories.

Pre-course questionnaire:

As part of our effort to ensure that you gain maximum benefit from this event, a detailed questionnaire will be sent to you to establish exactly what your training needs are. The completed forms will be analysed by the course trainer. As a result, we ensure the course is delivered at an appropriate level and that relevant issues will be addressed. The comprehensive course material will enable you to digest the subject matter in your own time.

Who should attend?

CEOs, COOs, EDs, Directors, SVPs, VPs, General Managers, Senior Managers, Managers of:

- Marketing
- Channel Management
- Category Management
- Sales
- Account Management
- Marketing Planning
- Branding
- Business Development
- Anyone involved in FMCG marketing

From Across Industries

- Fast Moving Consumer Goods (FMCG)
- Consumer Durables (Whitegoods, Home Entertainment, Household Improvement, etc.)
- Hardware
- Pharmaceutical
- Retail
- Technology
- Telecommunications
- Manufacturing
- Airlines
- Banking and Finance
- Logistics
- Energy / Utilities
- Major advertising agencies, and anyone else interested in the latest industry trends, leverages available, data, and best-in-class technology from the leading practitioners

Trainer's Profile

In 1987 the Australian marketing industry recognised Leigh's profound efforts with accreditation as an Associate Fellow to the Australian Marketing Institute. B&T magazine selected Leigh for its inaugural "Marketing Profile" in 1991.

The travel bug lured the trainer to the UK where he revolutionised an ailing pet food company, increasing its market share 6-fold in under 18 months, knocking the mighty Mars Corporation (Pedigree Pet foods) on its backside. He returned to Australia and again took up a role as Marketing Head of a pet food company, again crippling Mars by stealing 12% of market share in a single test launch in just three months!

As a consultant, he has helped companies grow sales by 50% in one year, successfully launch products that may have never found success on their own, and saved business leaders from disastrous choices in corporate strategy. Originator of "The Law of Diminishing Brand Loyalty", the trainer is a free-thinker in commercial marketing management and a highly sought after expert. His flexibility and 'can-do', positive approach to business problems are regarded as extra-ordinary, as are his polished and profound marketing skills.

Brands the trainer has participated in launching and making a success include Gatorade, My Dog, Cepacol, Mersyndol, Selsun Blue, Nutella, Gerber and Bush's Pet Foods... to name a few. He has prepared marketing plans for 3M, CSR, Colly Cotton, AGL, TNT, King Gee, Federal Publishing, the AMA and consulted to global marketers such as P&G, Unilever, Mars & Nestle.

Most recently he has helped gain global distribution for a FMCG brand, developed pre-launch product development with an innovation in high density property management, worked on a successful IPO for a mining investment company and executed pre-launch appraisals in hardware and industrial markets.

Leigh is an entertaining and passionate presenter. He speaks regularly to audiences that include the FMCG Summit held at Macquarie Graduate School of Marketing and has facilitated Product Launch training courses to large international companies, and individual industry associations.