



المركز العالمي للتدريب والتطوير
International Centre For Training & Development



FMCG Selling



INTERNATIONAL ACCREDITATION ORGANIZATION



UNIVERSITY OF ROCKHAMPTON
MAKING THE DIFFERENCE



Course Introduction:

FMCG selling is unique, as the products are 'Fast Moving Consumer Goods' Not only do you need to convince the customer to buy, but you must also build strategic partnerships, manage stocks and promotions to gain a competitive advantage, and sustain the customer's commitment, with every new order placed. This course will give you practical guidance, help you to build stronger relationships with retailers, develop the key skills necessary to manage all aspects of the stock, and improve your own sales performance.

Course Objectives:

By the end of the program, participants will be able to:

- To understand the concepts of FMCG selling
- To know how to find out your customers' needs and offer the best solutions
- To learn how to develop stronger relationships with customers - that produce higher sales
- To gain competitive advantage through a clearer understanding of your markets
- To develop the key FMCG skills of shelf space, management, and promotions
- To make optimal use of time
- To be able to build mutually beneficial partnerships with your retailers

Who Should Attend?

This intensive course is ideal for front line sales executives who sell directly to the retail market. It also offers a new perspective for experienced sales staff and provides the necessary tools for them to thrive in a competitive retail environment. It is also suitable for sales executives who have recently moved into FMCG selling. They will learn both new and tried and tested techniques to enhance their performance.

Course Outline:

- What Is FMCG Selling?
- Being Prepared For The Sale
 - > SWOT Analysis Of You, Your Company, & Your Products
 - > BCG (Boston Consulting Group) Analysis Of Your Products
 - > Knowing Your Customers, Your End-Users, & Your Competitors
 - > USPs (Unique Selling Points) Of Your Product In Line With Retailer & End-User Needs
- Building & Maintaining Relationships
 - > Roles & Responsibilities Of A Salesperson
 - > Qualities Of A Salesperson

- > Selling As 'A Professional'
- > Understanding Relationships With Others, Using The Johari Window
- Making The Sale Through 'Relationship Selling'
 - > Identifying The Needs Of Your Customer
 - > Developing Needs Through Effective Questioning Techniques
 - > Offering Solutions By Matching Specific Needs
 - > Closing The Sale
- Getting Continuous Commitment From Retailers
 - > Case Study To Determine How To Secure Continuous Commitment
 - > The Importance Of Good Communication Skills
 - > Managing Customer Relationships
- Shelf Space Management
 - > Managing Shelf Space Positions
 - > Merchandising
 - > Out-Of-Stock Management
- Advantages & Disadvantages Of Promotions
- Time & Territory Management
 - > Territory Management
 - > Avoiding Time Wasting Traps
 - > Cash Collection
- Gaining Competitive Advantage
 - > Case Study To Determine How To Handle The Changing Priorities Of Retailers
 - > Building Strategic Partnerships
 - > Making The Relationship Work For You & Your Customer

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test

- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work
- Discussion
- Presentation

Course Fees:

To be advised as per the course location. This rate includes participant's manual, and-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session

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