



BULLSEYE

FOOD

MARKETING

Bullseye Food Marketing Ltd,
Unit 1G, The Atrium, Blackpool, Cork, Ireland.
Tel: (021) 4776644 Mobile :(087) 6539676
E-Mail : chyde@bullseye.ie Web: www.bullseye.ie

Course: Getting Listed – Key Account Buyer Presentation Skills

Duration:

Half Day

Who Should Attend:

Sales and marketing personnel, anyone running a new or established food business / SME.

Description:

You only get *one* change to impress the buyer. Your sales ‘pitch’ or presentation is a golden opportunity to get that vital listing!

That’s why dealing with category buyers and retail purchasing managers in major multiples requires careful preparation. Any food company with serious aspirations to grow their turnover needs to be focused and professional in its approach.

Our ‘*Getting Listed*’ course outlines the skills you need to boost sales and expand your business. We show you how to structure your all-important presentation and reveal the best ways to secure a sales meeting.

Crucially, we also look at distributor and retailer margins, as well as detailing the best ways to counteract any objections that might be put forward by the buyer.

Taking a practical hands-on approach, Bullseye will provide you with the inside knowledge you need to bring your food business to the next level.

Topics:

- The Presentation
 - Presentation structure - what to include etc.
 - Presentation skills
 - The role of a buyer – how you can expect him/her to relate to you and your product
 - Approaching a buyer
 - How to make your sales pitch
 - Objections – what to expect and how to handle them
 - Pitfalls & mistakes – how to avoid common errors
 - Putting it all together and making it happen
 - Running promotions / driving your sales
 - Maintaining a good relationship with the buyer

 - The Buyer's Questions (*topics you need to cover in your sales presentation*)
 - Will your product fit the buyer's corporate and category strategy?
 - Will your product 'add value' to the category performance?
 - Is there a real point of difference in your product positioning?
 - Does your brand meet an identified customer need?
 - Will consumers understand and respond?
 - Is there sufficient margin and commercial marketing support?
 - What should be targeted on the 'planogram' to find room for your product on shelf?
 - Will you be able to deliver on your promises?

 - The Commercials
 - Understand different methods of pricing your product
 - How to cost your product to the factory gate
 - How to develop a pricing policy outside the factory gate
 - How to calculate your break-even point
 - How to calculate distributor & retailer margins.
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