



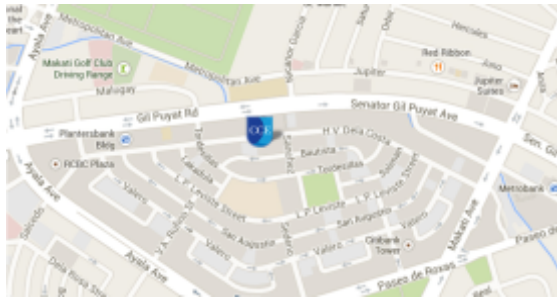
Fundamentals of Shopper Marketing & Strategy

Package inclusions:

- Program fee
- Training kit
- AM/PM snacks
- Lunch
- Certificate of course completion

Venue:

Ateneo de Manila University - Salcedo Campus
 3/F Ateneo Professional Schools Bldg.,
 130 H.V. Dela Costa St., Salcedo Village,
 Makati City, Philippines



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October 21, 2019



ATENEO DE MANILA UNIVERSITY
GRADUATE SCHOOL OF BUSINESS



sales management

Fundamentals of Shopper Marketing & Strategy

March 25 - 27, 2020

DATES

March 25 - 27, 2020
 Wednesday - Friday
 8:30 am - 4:30 pm

PROGRAM FEE

Php 17,700.00 (Early Eagle Rate until Mar. 11)
 Php 19,200.00 (Regular Rate)

HOW TO REGISTER Online

www.cce.ateneo.edu

Email

sales.cce@ateneo.edu

Call

(+632) 8840.2770

Schedules and prices may change without prior notice.

 CENTER FOR CONTINUING EDUCATION

The **Fundamentals of Shopper Marketing & Strategy** course allows the Sales people, Shopper Marketers, Demand Planners and even Marketing people to understand the shoppers' behavior to a higher level. It focuses on the customer or buyer at the point of purchase but takes into account the mental and physical path-to-purchase of the shopper. This reflects the decision points in the shoppers' purchasing journey.

Shopper Marketing attempts to influence the shoppers' shopping mission at the moment when they are actually prepared to buy and make the purchase. The course will help the commercial people in the organization in creating a good shopper marketing proposition then do the actual activation in store and thus create an immediate impact and directly influence the purchase behavior.

This course will also take through the Six Steps approach of Shopper Strategy process from creating the proposition to delivering the activation. These steps take on a detailed approach into the PDCA processes in the shopper strategy process.

As part of the entire course, an actual time in the trade is included to allow the participants to do a simulated application of their learning in groups. These groups will then be tasked to present their proposal relative to the key insights and learning drawn from the topics learned.

Fundamentals of Shopper Marketing and Strategy

objectives

After the course, the participants will be able to:

1. Understand the key principles and methodologies in Shopper Marketing/Trade Marketing;
2. Introduce the shopper strategy process and methodology;
3. Provide key insights into the shopper path-to-purchase and shopper mission; and
4. Appreciate the concepts and methodologies of Shopper Marketing plus the entire Shopper Strategy Process.

who should attend

Sales Managers – Handling Distributors & Top Modern Trade Accounts. Sales Managers in-charge of a group either GT or MT. National Sales Managers. Demand Managers. Shopper Marketing personnel. Marketing personnel (optional).

resource person



Mr. Victor Solomon has over 34 years of professional- work experience particularly in the field of sales management and commercial support/staff work. His professional career is focused in Sales Leadership and related responsibilities in a Sales environment. He also worked in both multi-national & local FMCG organizations such as Procter & Gamble, San Miguel Corporation, Nutri-Asia, Philips Lighting Corporation and more recently Alaska Milk Corporation/Royal Friesland Campina.

He is a seasoned sales person and trainer in both general trade (Distributorship business) and modern trade channels in an FMCG environment. His professional work experience includes Sales Training/Capability & Business Excellence, Trade Marketing/Shopper Marketing, Commercial Demand Forecasting, Business Systems & Information, and Project Management as well as in Customer Service work. His training and organizational enabling work have included the conduct of training in Key Account/Modern Account Management, Distributor Management Training, Strategic Account Management, Trade Marketing/Shopper Marketing, Negotiation Training, Sales Call Procedures & Communication Skills, Demand Management & Forecasting, Project Management, Organizational Performance Model Training, Good Warehousing Practice, Distributor Operational Assessment, Training Design among others.

program content

- I. Introduction to shopper marketing/trade marketing
- II. What is shopper marketing?
- III. Why shoppers are different from consumers & the 8 theories of shopper psychology
- IV. Shopper marketing strategy/ activation
- V. 6-step shopper strategy process creating the proposition & delivering the proposition
 - A. Step 1: Identifying & defining opportunities
 - B. Step 2: Defining who & where to target
 - C. Step 3: Identifying barriers to purchase & possible triggers: Why not buy
 - D. Step 4 - Right idea: Right place (P2P Touchpoint Planning)
 - E. Step 5 - Right touchpoint, right message, right mechanics
 - F. Step 6: Right measures: Tracking performance & success
- VI. Trade activity
- VII. Presentation