

Marketing & merchandising techniques



CV-67 2 Days (Hours)

Description

The Marketing Techniques & Merchandising training aims to equip participants with the skills necessary to excel in the fields of sales, marketing and merchandising and will take place over a fixed period and will include varied modules covering the essential aspects of marketing and merchandising.

Who is this training for ?

For whom

This training is open to all audiences.

Prerequisites

This training program does not require any particular prerequisites.

Training objectives

- Equipping participants with the skills needed to excel in sales, marketing and merchandising
- Training professionals capable of understanding market needs
- Developing effective sales strategies
- Optimizing product presentation in an environment commercial

Training program

Qu'est-ce que le merchandising ?

- History and definition
- Merchandising approach
- Databases
- Merchandising professions

Concept magasin (macro merchandising)

- Main purchasing behaviors
- COS (Land Occupancy Coefficient)
- Product universe

Implantation des familles de produits

- Distribution of "linear meters on the ground"
- Position of product families

Optimisation de l'offre

- Assortments
- Geomarketing
- Management merchandising ratios

Implantation des produits (micro merchandising, les règles)

- Notion of facings by product
- Product implementation

Merchandising de séduction

- Seductive merchandising
- PLV
- ILV

Théorie

- Sales
- What is sales?
- Person to person sales
- Interests of techniques
- The seven stages of the sales cycle
- Identify potential customers and know how to listen to them
- Know your product
- Respond to objections
- Close the sale
- Build customer loyalty
- Overcome rejection (frustration)
- Top mistakes and qualities of a salesperson
- Sales and mass distribution
- A little history of mass distribution
- Different professions

Développement personnel

- Optimize your appearance
- Techniques