

On top of your game?

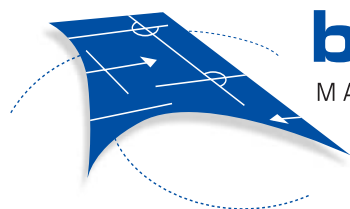
To win in today's tough trading environment you need to be at your best...

...and like the best players you need to practice to stay there.

Our two most popular courses cover the core skills that every successful sales manager must master.

Whatever stage you're at these are for you.

FMCG & Food Service Sales Managers



blueprint
MANAGEMENT CONSULTANTS

blueprint

development courses

Account Management Essentials

The handling of major customers is becoming a more important function for every supplier. Customers are getting larger, more demanding, more powerful and less compromising with their suppliers. The need for well trained account handlers has never been greater.

Benefits

- Proactive account management
- Structured sales approach
- Improved selling skills

Who should attend?

- New Account Managers
- Experienced Account Managers – as a refresher
- Category Managers

Course Overview

- Developing a database of critical information
- Building a robust account plan
- Objective setting
- Developing successful strategies

- Understanding customer needs
- Questioning & listening
- Using commercial data to good effect
- Structured commercial selling
- Personal action plan

Duration: 2 days

Date/Venue: See Schedule

Cost: £845 + VAT

Negotiation Skills

In today's commercial environment, the need to achieve the best outcome is fundamental. Account handlers with well developed negotiation skills has become business critical.

This programme deals with what works and how to apply it.

Benefits

- Plan for successful negotiations
- Maximise your negotiation power
- Deliver win / win outcomes

Who should attend?

- Account Managers – new to negotiation
- Experienced Account Managers – who wish to practice their technique
- Category Managers
- Any commercial manager with negotiation responsibility

Course Overview

- The difference between selling & negotiation
- Planning the negotiation

- Power – real & play
- Shopping lists
- Currencies
- Cost benefit analysis
- Conducting negotiations
- Do's & don'ts
- Personal action plan

Duration: 2 days

Date/Venue: See Schedule

Cost: £845 + VAT

Practical Approach

We fully understand our clients need for a return on their training & development expenditure.

The Blueprint approach is to deliver practical, action orientated programmes with outputs that are immediately actionable in the work situation.

The courses will be tightly structured but delivered in a participative open style, actively encouraging involvement.

Who are **blueprint** management consultants?

What our clients say about us:



"Experienced and expert tutors delivered the programme"
Campbell's



BOOTS HEALTHCARE

"The proof is in the pudding - attendees are making reference to the learnings from the course now they are back in the business and look certain to be actioning changes to the way they manage customers, both in preparation and in call"
Boots Healthcare International



"The course tutors were of an exceptionally high standard"
Coca-Cola Enterprises



"A fantastic insight into category management"
Richmond Foods



"Blueprint was able to take develop an internal vision and externalise it with our customers to enable us to achieve Category Captainty with a number of our key clients"
Danone Dairies



"Thanks for helping me to learn in 3 days what I couldn't understand in a year at University"
McCain Foods



"f.m.c.g based therefore true to life, I think that we have identified another tool that will be essential for going forward"
Tesco

About Blueprint Management Consultants

We're a consultancy group that specialises in the FMCG & Foodservice markets. Our mission is to improve the profitability of our clients by ensuring all sales opportunities are recognised and efficiently converted.

Each of our consultants have operated at Director level in leading blue chip FMCG companies. We thoroughly understand your marketplace, the challenges you're facing and are very practical in our approach.

Beyond training, our consultancy team can help you identify, develop & deliver winning solutions in critical areas such as customer development, category management and commercial delivery. If you feel you could benefit from our experience, or would like to know more, please contact us for an exploratory discussion.

Dedicated Option

Five or more delegates for any one course and we'll run it exclusively for you.

Or if you're interested in a complete development programme, tailored to your specific needs, please talk to us.

Our training programmes also include:

- Territory management & selling skills
- Commercial finance skills
- Category Management skills
- Retail insight
- Presentation skills

blueprint booking form

Booking Form

To book

Either email us on
training@blueprint-consultants.com

OR fax us this form on
01259 272191

OR call us on
01259 272190

We will confirm your places by
return and send an invoice.

You will receive joining instructions
two weeks before the programme.

Venue & Accommodation

Programme fees include lunch
& refreshments during the day but
exclude overnight accommodation.

Payment

Fees will be due 30 days prior to
the programme commencement.

Cancellation

Cancellations or postponements
within 21 days of the programme
will be charged at the full rate.
A substitute delegate will be
welcome.

Dedicated Training/Consultancy

If you would like to discuss your
needs with a Blueprint Consultant,
please contact us on:

tel: 01259 272190

fax: 01259 272191

Company & Delegate Details

Organisation Name _____

Address _____

_____ Postcode _____

Delegate 1

Surname _____

First Name _____

Job Title _____

Telephone _____ E-mail _____

I would like to attend:

Account Management Course

Negotiation Skills Course:

Date _____

Date _____

Delegate 2

Surname _____

First Name _____

Job Title _____

Telephone _____ E-mail _____

I would like to attend:

Account Management Course

Negotiation Skills Course:

Date _____

Date _____

Payment Details

I enclose my cheque made payable to Blueprint Management Consultants for
£ _____

Please invoice my company. Purchase order number _____



Specialists in sales capabilities & strategy development

Blueprint Management Consultants Ltd

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