

# FIELD SALES & COVID-19 FOR FOOD AND DRINK INDUSTRY



**Where:** Online.

**Aimed at:** Those with responsibility for business development for field sales in hospitality, foodservice and retail channels.

**Trainer:** **FXL** have been developing and delivering training programmes to support sales and commercial capabilities for Food and Drink companies for over 20 years. All facilitators have extensive experience of the industry in Ireland in field sales, business development and national account management roles. These roles span grocery, hospitality and foodservice channels. Clients include BRITVIC, VALEO, TESCO, SPAR, UNILEVER, GALA, IRISH DISTILLERS, STAFFORD LYNCH, PRL, MOLSON COORS, SUPERDRUG, RED BULL and GLENISK.

## Programme Objectives

As hospitality and foodservice outlets begin opening from a period of lockdown, business development personnel require significant adjustment in the selling approach to ensure success in this new environment. Retail outlets are also adjusting to changes in consumer behaviour.

Key programme objectives are to:

- Build the participants understanding of the key changes in commercial objectives of their customer base.
- Upskill participants to gain the specific understandings they need on a customer by customer basis.
- Identify and practice the key behaviours for success in a post Covid environment including re-engaging with foodservice and hospitality customers in an online environment.
- Facilitate upskilling in developing and delivering revised sales presentations that reflect the key benefits now required by their customers in order to deliver a strong commercial rationale for their business objectives.
- Allow participants to make use of insights from customer intelligence that will enhance their value and maximise their chances of successfully trading in the post COVID lockdown environment.

## Programme Structure

Key elements of the programme structure are as follows:

- The programme will have 4 modules over a 4-week period.
- Each module will be delivered as a 90-minute high impact interactive workshop using the Zoom platform.
- Breakout sessions, case study work, interactive polls and small group sessions will be incorporated to enhance the learning.
- Interactive polls will be used throughout all sessions to ensure all participants are encouraged to share their experience and allow tailoring of programme where appropriate.
- Each module will be delivered by two facilitators to ensure learning impacts are maximised in breakout sessions and group work.

## Programme Content

### Module 1 – The new normal for field sales

- The operational aspects of selling in hospitality, foodservice and retail outlets.
- Implications for planning territory coverage and customer servicing.
- Review of what best practice KPIs will now look like in the post COVID environment.
- Being managed remotely – the changes that will bring for ways of working with my sector.

### Module 2 – What are the customers really after?

- Practical customer focused session hearing insights from a foodservice / hospitality/retail operator.
- Insights on hospitality post Covid and the specific expectations they have of business developers.
- Do's and don'ts of field sales post Covid.
- Key action plans based on customer needs.

### Module 3 – Customer Engagement; practical upskilling on customer connection and communication.

- Key skills for customer connection and communication in changed circumstances.
- Identifying and dealing with the likely objections from customers within my sector.
- Syndicate activity in breakout rooms to practice the skills and processes required for success.

### Module 4 – Understanding the commercials post Covid.

- With the commercial mix in hospitality, foodservice and retail affected by legislation, customer behaviour and range availability, what do the new customer channels look like for my sector.
- Understanding the key sales drivers and margin drivers within my sector.
- Developing compelling customer presentations that reflect the changing commercials.

To book your place, or for more information, contact Sinead Gallagher on (01) 6051620 or [sinead.gallagher@ibec.ie](mailto:sinead.gallagher@ibec.ie)