

KEY ACCOUNT MGMT & COVID-19 FOR FOOD AND DRINK INDUSTRY



Where: Online.

Aimed at: Key and National Account Managers with responsibility for business development at Head Office level in Grocery, Foodservice and Hospitality 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, PRL, EXCELLENCE IRELAND LTD, MOLSON COORS, SUPERDRUG, RED BULL and GLENISK.

Programme Objectives

From a National and Key Account Management perspective, Covid-19 has resulted in a significant adjustment in the selling approach to ensure success in this new environment.

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, hospitality and retail buyers 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 and consumer intelligence that will enhance their value and maximise their chances of successfully trading in the post COVID lockdown environment.
- Negotiate balanced JBP outcomes for head office accounts.

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 – Strategic Account Planning in a post Covid world.

- What has changed in Key Account Management as a result of Covid.
- Understand how Grocery Regulations and Contract law can assist with revision of existing plans and agreements.
- The changed emphasis within sales drivers and how to reflect them in your plan.
- The evermore urgent need for agile planning and activity implementation in a volatile commercial environment.

Module 2 – Range Management and Customer activity Post Covid.

- Understanding what the customer and consumer insights are telling us about post Covid market place.
- Developing profitable customer commercials for the new sales and consumer mix.
- Range reduction and its effect on supplier and category profitability.

Module 3 – Customer Connection and Engagement post Covid.

- The core competencies to focus on arising from customers Covid experiences.
- Demonstrating brilliant listening to facilitate customer influencing.
- Developing and presenting Post Covid sales proposals either online or in person.
- Syndicate breakouts to practice head office customer selling scenarios.

Module 4 – Customer Negotiation.

- What now for the annual plan or Joint Business Plan?
- Relationship versus result – how to get the balance right between short term gains and long-term success.
- Understanding and applying brilliant negotiation process and skills, in person or online.
- How BATNA helps in preparation for demanding or potentially difficult negotiators.
- Negotiating online and digital etiquette with buyers.

To book your place, or for more information, contact Sinead Gallagher on (01) 6051620 or

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