

SBL CLAIMABLE

## ORGANIZED BY:



Management Consultants & Trainers  
\*\*\* 14 Years & Growing \*\*\*

•Subject to PSMB conditions

**14<sup>th</sup> - 15<sup>th</sup> DECEMBER 2011**

**• ONE WORLD HOTEL, DAMANSARA**



# TRADE MARKETING STRATEGIES & TACTICS

## KEY REASONS FOR ATTENDING THIS PROGRAM

- Appreciate trade marketing concepts and principles and how they can more effectively enhance marketing strategies for your products and services within various trade channels
- Be able to execute sales/marketing activities to maximize returns on investment on trade marketing
- Understand the differences between consumer needs and customer needs to better enable purchase decisions
- Better design powerful communication tools to support trade initiatives
- Realize the impact of channels on marketing performance
- Equip your company to better manage the increasing power of the major retailers
- Learn from best practices seen in high performing FMCG companies



**SPECIAL OFFER!**

**RM 2550\*\*\***

Early bird  
promotion  
ends

**30/11/2011**

**\*For group of 3 participants or more**

**WWW.RCJ.COM.MY**



All participants will  
receive a course  
certification



Save more with  
In-house  
Training



Save more with group of  
participants and more

**Registration Hotline: 603 – 7490 4528 / 29**

# EFFECTIVE TRADE MARKETING

## PROGRAM OVERVIEW

Trade marketing is a discipline of marketing that relates to increasing the demand at wholesaler, retailer or distributor level rather than at the consumer level. However, you need to continue with your Brand Management strategies to sustain the need at the consumer end. A consumer is the one who identifies and purchases a product from a retailer. To ensure that a retailer promotes your product against competitors, you must market your product to the retailers also. Trade marketing might also include offering various tangible/intangible benefits to retailers through the alignment of sales and marketing discipline to profitability.

This 2-days program will enable the participants to build a “point in difference” in how they present their products and services to this dynamic and challenging marketplace by way of gaining valuable insights and processes that will keep them one step ahead of their competitors.

## PROGRAM CONTENTS

### DAY 1

#### **Core Principles of Effective Trade Marketing and Challenges of Trade Marketing.**

- This session is to understand the link between trade marketing and marketing and sales and how the roles integrate and how synergies are derived

#### **Trade Marketing Knowledge, Trends & Customer Insights**

- The session is to develop insights and knowledge that will help participants to understand the impact of changes and future direction within the market.

#### **Branding and Category, Consumer & Customer...**

- In this session participants look at how the customer, consumer and company view and position your brand. What does this mean to the business and how the brand can maximize opportunities within new channels?

### DAY 2

#### **Effective Channel Strategies**

- In this session you will learn how to develop effective channel strategies and gain distribution in multiple channels effectively

#### **Selling, Negotiating & Influencing**

- Understand the planning process and what is required to successfully influence your customers and your consumers within the various trade channels. The session will also look at how to influence customers in the various trade channels. Understanding why customers say no and how to handle objections in a positive way resulting in a favorable outcome.

#### **Execution Excellence**

- Learn how to ensure that agreed plans are delivered at point of purchase within the market place. Understanding the difference between an objective, a strategy and a plan will help you to agree upon, who does what, by when and where, so that both customers and consumer can access your products or services

PLEASE VISIT OUR WEBSITE AT [WWW.RCJ.COM.MY](http://WWW.RCJ.COM.MY)

# EFFECTIVE TRADE MARKETING

## WHO SHOULD ATTEND

- ✓ **Brand Managers**
- ✓ **Trade Marketing Personnel**
- ✓ **Marketing Communication Personnel**
- ✓ **Marketing Managers**
- ✓ **Product Managers**
- ✓ **Sales Personnel**
- ✓ **Customer Relationship Managers**

## \*PEOPLE INTERESTED IN TRADE MARKETING

## PROGRAM DIRECTOR

### **Richard Jacob, MBA [Cranfield, U.K] AMA Global Faculty Member**

Richard Jacob is the founder and Principal Consultant of RCJ Consulting Sdn Bhd. He is an American Management Association (AMA) Global Faculty Member and has delivered training programs in Cairo, Dubai, Tokyo, Manila, Singapore, Jakarta, Lahore, Karachi, Shanghai, Beijing, Hong Kong, Saigon and Hanoi.

He has an MBA from Cranfield School of Management in the United Kingdom, which is leading European Business School. He is an Accountant by training and was an Auditor in an international firm of Accountants for nine years. His strategic experience comes from being a Financial Manager, Company Secretary and Business Development Manager in a leading Swedish pharmaceutical company by the name of Astra Pharmaceutical.

Since 1995, Richard has consulted and trained some 10,800 General Managers and executives in several companies in Asia in his core business competencies which are in Product & Brand Management, Marketing, Leadership, Strategy & Change and Fundamental of Finance. More recently Richard has designed and delivered a Business Essentials program for participants of the Philips China, Advanced Leadership Development Program (ALDP)

Richard's impressive clients list includes Philips units in Asia delivering Marketing modules as part of their Global Faculty for Revolutionary Change in Marketing. He has also designed and developed Marketing Development Programs for 3M Malaysia, Maxis, Astro and Tractors Malaysia. In the area of Finance his clients include Hilton International, Mearsk in Tokyo, Unilever Philippines and UNAXIS of Switzerland in Finance. In the areas of Leadership and Change and Strategic Management his clients include Matsushita Asia, Comptel, Total Sports Asia, Braun Malaysia, Schering AG Malaysia, Tenaga Nasional, NIAM, Great Eastern, Hong Leong Group, Securities Commission, the Air Force of Malaysia, Pfizer Malaysia, BDO Binder, Patimas Computers Berhad and Maybank. Richard is a competent global trainer and facilitator with powerful abilities to get participants to relate concepts to practice.

Richard also does competency assessments for marketing personnel and high potentials and has recently gone into coaching.

## Previous Participant's Feedback

- **The program is clear and resourceful. Program director is full of confidence and knowledgeable.**
- **Enlightening information and passion in his presentation.**
- **Excellent and brilliant knowledge about Trade Marketing.**

**FOR ANY ENQUIRIES PLEASE EMAIL TO [bavani@rcj.com.my](mailto:bavani@rcj.com.my)**

# ABOUT RCJ CONSULTING SDN. BHD.

## In Training – We Build People

RCJ Consulting is a firm specializing in training of managers and executives of an organization and providing consulting and advisory services in the areas of strategic marketing and business development, business finance, business redesign and change management.

In the area of training, we believe that training programs affect behavior in two ways. Firstly, it directly improves the skills necessary for the employee to successfully complete his or her job. Secondly, training increases an employee's self-efficacy i.e. it enables employees to be more willing to undertake job tasks and exert a high level of effort.

- **OUR MISSION:** OUR mission is to improve the effectiveness of organizations by making executives and managers think, feel and act as if they owned the business.
- **OUR BELIEF:** OUR progression comes from the belief that we have to "Look Beyond Tomorrow but Take Action Today".
- **OUR APPROACH:** RCJ Consulting has a uniquely formulated approach towards executive and managerial development. It is made up of 5 key components of training, which is Finance, Marketing & Sales, Quality Products & Services, Strategy and Change; yet we give recognition to the fact that Teambuilding, Human Resource Management, Information Technology and specific skills development are core areas for success in an organization.
- **IN CONSULTING:** We Rationalize, We Change, We Justify

In the area of consulting, we strive for solutions whose appearance is simple but whose influence is far reaching and has both immediate and strategic benefit. We, therefore aim at developing progressive, objective-oriented strategies to achieve tangible and measurable results. As we believe, that solutions must be owned by client officers and personnel, we work with clients in joint project teams and transfer skills and capabilities. This practice leads to lasting business results. We only recommend what is implementable. Our trainers and consultants are industry practitioners and professional consultants.

## 5 EASY WAY TO REGISTER



Mail the attached registration form with your cheque to: RCJ CONSULTING SDN BHD  
2-6-4, 6<sup>th</sup> Floor, Menara KLH Business Centre, Off 2 ½ Miles, Jalan Ipoh, 51200 Kuala Lumpur.



Customer Service Hotline  
Tel : 603-2381 0567  
: 603-7490 4528/29



Fax : 603-2381 056



E-mail: rjacob@rcj.com.my



Web: www.rcj.com.my

## RESERVE YOUR SEAT TODAY! PARTICIPANT (S) DETAILS

NAME: MR/MS \_\_\_\_\_

DESIGNATION \_\_\_\_\_

NAME: MR/MS \_\_\_\_\_

DESIGNATION \_\_\_\_\_

NAME: MR/MS \_\_\_\_\_

DESIGNATION \_\_\_\_\_

COMPANY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

TEL & FAX \_\_\_\_\_

CONTACT PERSON & DESIGNATION \_\_\_\_\_

## YOUR INVESTMENT

	EARLY BIRD RATES				NORMAL RATES	
	RM		Savings		RM	
	Individual	*Group	Individual	*Group	Individual	*Group
Price	2790	2550/person	200	140/person	2990	2690/person

\*3 OR MORE PARTICIPANTS

FEE INCLUDES LUNCHEONS, REFRESHMENTS AND COMPLETE SET MATERIAL... IT DOES NOT INCLUDE THE COST OF ACCOMMODATION AND TRAVEL.

## TERMS & CONDITION

**Registration:** Registration forms must be completed and submitted together with full payment to:- RCJ CONSULTING SDN. BHD. Before commencement of the course. Otherwise, your registration(s) will be treated as unconfirmed.

Payment can be made either by cheque or bank drafts payable to RCJ CONSULTING SDN BHD and crossed 'A/C PAYEE ONLY'.

**Cancellation:-** Cancellation from the course is subject to the following:-

- Fourteen (14) days prior to commencement - 75% refund.
- Seven (7) days prior to the commencement – 50% refund.
- Less than five (5) days or No show – no refund; if a participant fails to attend the program, the course fees will not be refunded nor allocated to another program.

## About In-House Training

If your company wishes to have a cost-effective in-house training program customized to your company need PLEASE DO NOT HESITATE TO CONTACT US at: 603-7490 4528 / 29

**REGISTER NOW!!! FAX BACK TO 603 – 7490 4532**