

IMS RETAIL UNIVERSITY

Executive Workshop Description

Results Count ... everything else is conversation.



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COURSE OVERVIEW

This exclusive delivery of Executive Retail University is by invitation only for senior business leaders, such as Country Managers and other senior regional leadership, who need a “strategic view” of the current state of the retail channel and retail channel partner best practices in their market regions.

Attendees will learn:

- The current state of retail and top level trends in their region
- Retail channel business drivers and cycles
- Critical metrics and KPI’s of their retail channel partners
- How to analyze, plan, and optimize top level retail channel partner business meetings.

NOTE: This workshop is uniquely customized for each delivery based on the specific regional Retail Channel leadership team’s requirements.

TARGET AUDIENCE

Attendance is limited and by invitation only as nominated by Country Manager or Regional Leadership. This course is for Country Managers, Senior Leadership team members responsible for retail account relationships, and optimizing contribution margin from retail lines of business within their country/region. Attendees should have direct responsibility for retail channel account relationships and/or significant investments with retailers or distributors.

Examples of the target participants by role or discipline are: CCG Leadership, Retail Sales & Marketing, and Business Management.

Class size: Optimum 25 students (minimum 15, maximum 40).

EXPECTED BUSINESS OUTCOMES

1. Improved business perspective for business leadership about the current state of the Retail industry in their region.
2. Deeper understanding of their regional Retail Channel partner business drivers including:
 - Key Retailer metrics and business trends
 - Retail channel marketing and program demands
 - Retail critical success factors
3. Preparation for key Retail Channel partner business reviews or annual planning.

Facilitator’s Background:

The course is led by Dr. Chris Petersen, who has over 30 years of experience in retail business strategy. He has been offering Retail University workshops worldwide for Fortune 500 companies for the 25+ years.

IMS Retail University has over 15,000 graduates in 40+ countries.

MAIN CONTACT INFORMATION:

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LEARNING OBJECTIVES

- The objective of this workshop is to better equip senior Microsoft business leaders to engage in effective “top to top” meetings with their region’s retail channel partner senior management team leaders.
- This course is specifically designed around a retail case study where participants prepare for “business review” with a retailer in a role play setting. This exercise provides attendees with a better understanding of their retail channel partner’s business, and to “Think Like a Merchant”.