

IMS RETAIL UNIVERSITY

Foundations Workshop Description

Results Count ... everything else is conversation.



Twitter: [@IMSResultsCount](https://twitter.com/IMSResultsCount)

LinkedIn: [Chris H. Petersen](https://www.linkedin.com/in/ChrisH.Petersen)

Facebook: [IMS Results Count](https://www.facebook.com/IMSResultsCount)

Google +: [IMS Results Count](https://plus.google.com/+IMSResultsCount)

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COURSE OVERVIEW

Do not let the “*foundations*” course name fool you ... this two day workshop is an intense and comprehensive overview of the retail industry, trends and best practices. This foundations course covers major retail concepts, requirements and metrics for measuring success. Participants apply concepts through hands-on interactive field case study exercise, involving trips to multiple major retail stores. This course enables the participants to see retail from the inside out through the eyes of a retail merchant, and other teams who are responsible for executing retail.

The range of topics covered includes:

- Retail dynamics, trends and critical success factors
- Retail cycles, business drivers and execution requirements
- Critical retailer and partner business requirements and metrics
- Planning, managing and optimizing products in retail channels
- Future of retail and retail innovations

Attendees will learn:

- The day-to-day experience of working with retailers
- What it takes to succeed in the retail channel
- How to successfully launch and sustain a retail product
- What your retail partners need/expect from you.

NOTES:

- This workshop can be designed to include customized content from Subject Matter Experts (SMEs) and a retailer guest speaker if available.
- The optimal class size is 50 to 60 participants.

TARGET AUDIENCE

This Workshop is appropriate for anyone who touches anything retail in their daily responsibilities. It has been regularly offered to new hires or new transfers into retail. It is ideally suited for participants with up to 5 years of experience.

Examples of the target participants by role or discipline are: Partner Account Manager, Product Marketing, Sales Leadership, Account Management, Partner, Segment or Audience Marketing, Marketing Sciences, and Business Support.

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:

Name: Chris H. Petersen, PhD
Title: CEO & Sr. Partner, IMS
Address: 30108 Kimberly Drive,
Ashland, Nebraska 68003
Phone #: 402.486.3151
Direct #: 402.770.0991
Email:
chris.petersen@imswired.com

SOCIAL MEDIA INFORMATION:

LinkedIn: [Chris H. Petersen](#)
Facebook: [IMS Results Count](#)
Google +: [IMS Results Count](#)
Twitter: [@chrishpetersen](#) &
[@imsresultscount](#)
Pinterest: [IMS Results Count](#)



EXPECTED BUSINESS OUTCOMES

1. Orient new and existing employees about the retail channel.
2. Increase workshop participant understanding of retail so that they can apply the knowledge to improve sales and execution.
3. Create awareness of retail critical success factors for all groups that “touch” and support retail channels.
4. For all participants, establish knowledge and understanding of core concepts and skills required to execute retail requirements:
 - Retailer processes and planning cycles.
 - Product life cycle management dynamics and requirements.
 - Supply chain execution and best practices.
 - End to end retail execution requirements.
 - Retailer metrics and business requirements.
 - Retail channel marketing and program requirements.
 - Retail critical success factors and cost to serve dynamics.
5. Increase participant’s “Retail IQ”.

LEARNING OBJECTIVES

The goal of the Retail Foundations Workshop is to help participants apply the knowledge to improve retail execution and efficiency.

Benefits of Attending Retail Foundations Workshop include:

- Understanding the retailer Point of View and partnering, selling and business requirements.
- Identifying opportunities and ways to increase retail sell through.
- Improving retail store experience based on retailer requirements and consumer specific knowledge.
- Improving execution – from launch through life cycle.
- Marketing/Branding – How to optimize effectiveness through retail.
- Increase Retail Customer and Consumer satisfaction.
- Increase presence and reduce costs by being on cycle.
- Better forecast accuracy, supply and fill rates.
- Optimizing profitable sell through by better understanding the retailer’s dynamics, cycles, requirements and metrics.
- Improving partnership with retailers by speaking the retailer’s language instead of imposing ours.