Getting The Job Done: Sales Execution In Challenging Times

June 23-25, 2009 I Chicago, IL

MVI Retail Insight

Now more than ever, the worst result you can have with your customer is to **leave volume you've collectively earned on the table** through poor execution.

New tools and techniques, the impact of retailer brands, and changes in retailer objectives have combined with variable shopper behavior and a difficult economic environment to completely transform how you'll execute against your company's plans.

In a new event focused entirely on execution, MVI prepares you to capture every last dollar of potential sales in 2009/2010.

Classes:

Day 1 AM	Retailer Economics: The Art Of Shelf Defense (SkillBuilders)
Day 1 PM	*NEW* How to Sell Your Message In Challenging Times
Day 1 PM	*NEW* Maximizing ROI: Negotiation Skills In A Recession
Day 2	General Session
Day 3 AM	*NEW* Managing Global Retail: Opportunities and Challenges
Day 3	Strategic Retailer Management In A Recession (SkillBuilders)

Agenda

June 23 AM

Retailer Economics – The Art of Shelf Defense (SkillBuilders)

Dramatic changes in shopper behavior and instability in the capital markets are forcing retailers to focus their strategies inward to comp store sales (versus store expansion) for growth. This step-change in the amount of risk tolerated by retailers requires new levels of financial understanding and skill by supplier account teams. MVI presents a special SkillBuilders course on Retailer Economics:

- Raise your Financial Acumen–learn the language of finance and metrics across different retailers, formats, and channels.
  - **See problems before they become reality** – identify opportunities of financial return.
  - **Set strategies for results in an environment of rapidly changing retailer requirements.**

MVI–Management Ventures, Inc. A Kantar Retail Company Tel: 1.800.370.3261 or 1.617.588.4100 Fax: 1.617.499.2723 Web: MVI-Worldwide.com

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- Gain a working understanding of the basis, elements, and drivers of GMROII and other return-based financial measures. **These will become part of everyday conversations as item margin and velocity become critical to success on the shelf.**
- Private label delivers value to cash-starved shoppers while providing increased margin opportunities to retail operators. **It has and will put increased pressure on brands to perform over the next 12-18 months—identify the implications to your brand and how to manage them.**

June 23 PM

How To Sell Your Message In Challenging Times: Business Communication With Partners and Adversaries

Led by Dean M. Brenner of The Latimer Group

In a recessionary economy and a slow sales environment, everything is scrutinized with great intensity. Our customers, clients, prospects, and competition will evaluate everything we say--and expect us to deliver value at every step. More than ever, the messages we create and communicate must be clear, succinct, and valuable. In this workshop, Dean Brenner examines multiple audiences that you must communicate with regularly and discusses strategies for delivering messages in a powerful and persuasive way.

June 23 PM

Maximizing ROI: Negotiation Skills In A Recession

Led by Steve Webb of Glendinning Management Consultants

Top negotiating skills are now an absolute necessity. Customers will put you under intense pressure to make concessions…and in this challenging economy, leaving money on the table is not an option. Join Steve Webb as he explores proven techniques, tools, and strategies to guide you towards win-win negotiating:

- Plan the negotiation thoroughly
- Predict what your customer will ask you for
- Assess the balance of power
- Identify which concessions make good business sense

June 24

General Session

"We Are All Executors Now"

Bryan Gildenberg, Chief Knowledge Officer, MVI

In this presentation, MVI explores the "execution-centric organization"—in an environment where we are focused on converting every last dollar of demand into sales, retail execution becomes everyone's responsibility. In particular, Bryan Gildenberg examines 4 areas:

1. **Strategy.** Should a customer's execution capabilities factor into our resourcing? How?
2. **Finance.** What are the real costs of internal strategies that inhibit execution?
3. **Brand.** We know retail is supposed to be a brand/ marketing platform—how do we make that come to life?
4. **Operations.** How are best-in-class companies driving the last 100 yards?

Private Label: The Real Challenge Is Not Where You Think It Is

Leon Nicholas, Director of Retail Insights, MVI

Due to the recession, shoppers have traded down from national brands and increased their private label consumption across channels—a shift that benefits many retailers' gross margins when an equivalent private brand is available. Yet this phenomenon has overshadowed what MVI feels is a more important private label dynamic—a trend toward stand-alone, premium private brands that can be priced above national brands. This dynamic represents the real challenge to national brands in the US. **Leon Nicholas leverages MVI's proprietary private label framework to illustrate the nature of private branding and how to best compete against very different retailer strategies.**

Learning to Speak in GMROI: The Key to Category Economics

Bryan Gildenberg, Chief Knowledge Officer, MVI

As the retail landscape gets more challenging, your customer's economic demands are becoming more specific and urgent. Expanding margin requirements,

increasing private label facings, and new velocity/pack-out requirements are forcing suppliers to have a more comprehensive understanding of the economics of the shelf than ever before. If your item/program does not meaningfully change the customer's core economics in 2010, it will not get sold in-Bryan Gildenberg highlights the most successful economic angles to take in advancing the objectives of your brand at retail.

Finding A Better Fit: Category Management In A Global Downturn

David Marcotte, Director of Retail Insights, MVI

Category Management emphasizes retailer and vendor collaboration, but this focus has often been under stress as differing skill sets and objectives are brought to the table. It now becomes even more of a moving target as retailers respond to the twin pressures of a changing consumer and an increasing need for cash. For the vendor, it is better to establish where the customer is with the process—not only in regards to capabilities, but also intent. David Marcotte demonstrates why understanding those variables can mean the difference between success and failure in unforgiving times.

Temporary Loyalty: Communicating Value in Price and Promotion

John Rand, Director of Retail Insights, MVI

In the frantic value-centric world of retailing in a recession, retailers and suppliers have tried to increase traffic and sales through temporary price declines and price-driven ad features. A key question MVI asks is, "Does this really work?" The response to the recession seems to have obscured a more important trend, away from short term pricing reductions toward marketing and pricing that establishes reliable value in the mind of the shopper. John Rand will share MVI research and analysis on the direction of effective retailer pricing behavior and its implications for promotional effectiveness and for both retailer and supplier brand value.

Get It Done: Leading Edge Results

John Rand, Director of Retail Insights, MVI

In this fast-paced wrap-up of the day, John Rand will pull together the core themes and summarize the actions which will drive high performing companies to out-execute and out-perform their peers-and help outline the near-term future for retailing, retailers, and the store environment where the action all takes place.

June 25 AM

Managing Global Retail: Opportunities and Challenges

The economic slowdown has adversely affected retail in almost every country, even as the rise of the middle class in emerging markets and the expected rebound in developed nations indicates major changes in the retail landscape. Managing globally requires more than just a sense of store locations and languages—it requires an understanding of the key variables that make resource allocation effective. MVI shares actionable insights with a global perspective of retailer concerns:

- Outline the current drivers that are shaping the retail environment internationally, understand who the dominant players will be, and evaluate where are they are now
- Find out which channels will rise in effectiveness and how vendors are best placed to address them
- Examine how methods of communication with the shopper are changing worldwide
- Gain insight into what to expect from consumers in emerging markets

June 25

Strategic Retailer Management In A Recession (SkillBuilders)

MVI's renowned SkillBuilders™ course on strategic frameworks and planning now incorporates the influence and implications of the economy to help suppliers plan account strategy in light of the downturn. The workshop gives participants an exercise-driven "lens" for account planning, using retailer examples to illustrate

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MVI's account management process.The class includes modules on negotiation tactics, a co-planning roadmap, and ways to maximize business reviews, top-to-tops, and scorecards in this tough environment.

- **Strategic Frameworks for Leverage.** Navigate through strategic paradigms to align with the way your customer goes to market, gain an in-depth understanding of the critical functions within your customer necessary to execute your account plan, and identify techniques to move the dialogue beyond price to the "who" and "how."
- **The Co-Planning Roadmap.** Utilize the OGSM (Objectives, Goals, Strategies, Measures) method as a co-planning framework and learn how to merge brand plans, retailer plans, and scorecards into a cohesive story.
- **Negotiation Tactics.** Uncover retailer negotiation methods and explore how today's uncertain environment offers new challenges and new opportunities.

For More Info & Registration

Email CustomerService@mventures.com
Web www.MVI-Worldwide.com/Events
Call 1.800.370.3261 or 1.617.588.4100

Full Day Rate USD 1650

Multi-seat rates available. Please contact MVI for details. MVI accepts: Visa, MasterCard, American Express, and Discover.

Logistics

The Westin O'Hare
6100 River Road
Rosemont, IL 60018
Room rate: USD169
Cut-off date: June 5, 2009

Name _____ Company _____

Address _____ City _____

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