

Customized Workshops, Onsites & Webinars

KANTAR RETAIL

Educate / Organize / Motivate / Guide



The relentless need to sustain or find new growth in the marketplace leads to the search for “winners” – winning formats, winning retailers, winning channels and category strategies. The reality is that no single strategy will provide the silver bullet. **We can help you make sense of a rapidly changing retail landscape and master the 7 Key Drivers of Future Success:**

- 1. Reframe your list of strategic customers:** Allocate your resources to win
- 2. Connect Shopper Behavior to Retail Results:** Recognize the new factors motivating shopper decisions across outlets and categories
- 3. Develop an Effective Plan:** Bring clarity to the volatile retail landscape
- 4. Retool Your Business:** Build the skills and teams necessary to partner effectively
- 5. Master the Retail Environment:** Make your in-store presence best-in-class across diverse retail formats
- 6. Leverage the “New Convenience”:** Understand the 4 factors that influence store choice across all channels
- 7. Capitalize on the Digital Shift:** Make this rapidly evolving space a productive part of your sales and marketing portfolio

Contact Kantar Retail to learn how you can customize our insights to meet a variety of learning needs. We specialize in applied problem solving and identifying implications that will jump start your thinking and position teams for future success. Our subject matter experts can custom-build a half- or full-day workshop, or deliver an interactive webinar series....

- Trainers use team exercises and audience discussion to explore and improve your customer initiatives
- Our fact-based insight provides credibility and a fresh perspective customized to your training needs

Typical Applications

- Keynote speeches and topical breakouts
- Customer knowledge management
- Aligning with retailer scorecards/metrics
- Retailer planning and execution best practice
- Strategy facilitation
- Integration of sales plans with marketing

Facilitators

Kantar Retail analysts and trainers are unsurpassed in the industry. Our trainers have spoken at numerous industry events including GMA, IMRA, NACDS as well as FMI and are quoted regularly in top business publications such as *Business Week*, *Fortune*, the *Financial Times* and *The Wall Street Journal*.

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Information / Insights / Strategy / Execution