



Category Management Knowledge Group

# Selling Skills 2: Strategic Selling and Collaborative Business Planning Skills

This accredited program increases proficiency in strategic selling and collaborative business planning / joint business planning.

*For introductory courses on this topic please see our document "Selling Skills 1: Developing Fact-Based Powerpoint & Presentation Skills"*



# Upgrade Your Skills

## Reach for the Heights of Strategic Selling.

Once you've mastered creating effective, fact-based presentations, it's time to move into strategic selling and then collaborative business planning. This is the highest level of strategic selling that requires a partnership between the Retailer and the Vendor partner.

## Prepare Your Team for Effective Business Planning.

You will start your program by learning how to move from a more traditional, relationship-driven sales approach to a more strategic one based on joint business planning. This includes better understanding the Buyer-Seller relationship - a Buyer must understand what to expect from the Sellers, just as the Seller must understand how to effectively communicate with Buyers. Once strategic selling skills are understood, there's an opportunity to move to collaborative selling and joint business planning.



# Program Curriculum

## Strategic Selling

*Advanced Accredited Category Management Training Course*

Selling takes place internally within retailers and suppliers, across departments and teams. Like the category manager at the retailer selling an idea or concept to their business unit lead or manager. Or a supplier's category analyst or category management director selling in an idea or concept to a marketing director or sales director within their organization. So when we refer to the Seller and Buyer, realize that the concepts and analogies are relevant across multiple types of relationships.

## Collaborative Business Planning

*Advanced Accredited Category Management Training Course*

This course gives participants the key skills that enable effective collaboration between partners. It will teach participants how partnerships provide a structure to organize, plan and implement mutually beneficial ideas. It also walks through joint business planning in detail, identifying a framework from which joint business planning should be completed. Participants will learn the key skills to help them become more consultative category professionals. It will enable participants to become more effective with their efforts to solve customer's key business issues.

# Strategic Selling Skills: How to Develop Them & Why You Need Them

Here's a resource to help you understand how to implement a strategic selling approach.

Selling is a requirement in any business. In the retail industry, selling takes place both internally and externally for Retailers and Vendors across departments and teams.

There are multiple “Seller” to “Buyer” relationships, including:

## EXTERNAL SELLING RELATIONSHIPS

- the account manager or sales director (Seller); calling on the category manager or business unit lead at the Retailer (Buyer).
- the category analyst or vendor advisor (Seller); calling on the category manager, or someone else in the retail organization responsible for different components of the category review process (Buyer).
- the Retailer's category manager with a new promotion or plan (Seller); calling on an account manager or sales director (Buyer).

## INTERNAL SELLING RELATIONSHIPS

- the category manager at the Retailer promoting an idea or concept (Seller); to their business unit lead or manager (Buyer).
- the Vendor's category analyst or category management director promoting an idea or concept (Seller); to the marketing director or sales director within their organization (Buyer).

So when you think about developing selling skills, expand your concept of Sellers and Buyers beyond the Vendor's sales team. The graphic below summarizes:





Two critical components of any selling approach include your ability to **create engaging and informative presentations** that focus on your Buyer (either internal or external). These components include the ability to use software tools like PPT and to tell a **compelling story with relevant, fact-based details to your audience**. Both components are critical, and must be developed BEFORE you can focus on strategic selling skills.

These are only examples of the type of training you will receive in this skill development program!

# Develop Yourself.

**Selling Skills 2:**  
*Strategic Selling &  
Collaborative Business  
Planning Skills*



**SKILL DEVELOPMENT PROGRAM**

**BUY NOW**