

## Who should attend?

Sales Managers, Marketing Managers.

## Details

**Duration:** 1-2 days

**Date:**

**Time:**

**Venue:**

## Your Expert Facilitator

Ian Rheeder, CM (SA)

With abundant experience in both B2B and FMCG, *Ian Rheeder* is a registered Chartered Marketer who differentiates himself as a master of both Sales & Marketing Management, Ian is a fulltime Marketing Consultant & Trainer, spending much of his time facilitating Strategic Workshops with Clients. His Sales & Marketing management experience includes 30 international FMCG & B2B brands.



## Introduction

“As products become more and more like commodities with little significant differentiation (as perceived by consumers), competition is moving rapidly away from products toward **efficiencies in distribution**. In terms of potential profit payoffs, there is no other business area more crucial than marketing channel management for ensuring effective and efficient distribution of products.” Anderson, Mehta, & Dubinsky (2003), *Will the real channel manager please stand up?*

Products and services must flow quickly and inexpensively through the marketing channel to reach the final consumer. This is especially vital distributing perishable goods.

### Programme Topics will be covered:

- Principles of Placement/Distribution (part of 7P mix)
- Understand distribution at the Base of the Pyramid (BoP)
- ME Porter’s Value Chain
- Return On Assets (ROA) “Are You the Weakest Link in Your Company’s Supply Chain?”
- Understanding the difference between Economic Value Added (EVA) for a Manufacturer vs. Retailer

### METRICS

- Sales Force Coverage (Sales Force Coverage & workload)
- Sales Force Goals (Market, Sales Potentials)
- Sales Force Compensation (Basic, Comm & Bonus)
- Pipeline Analysis
- Numeric Distribution, ACV Distribution, PCV Distribution
- Facings & Share of Shelf
- Out-of-Stock and Service Levels
- Inventory Turns (per annum), Inventory days
- Markdowns
- Gross Margin Return on Inventory Investment (GMROI)
- Direct Product Profitability

- **Pre-Readings:** “Will the real channel manager please stand up?” by Rolph E. Anderson, Rajiv Mehta and Alan J. Dubinsky (Business Horizons, Jan/Feb 2003)

- Case: New Distribution Strategies at Hindustan Lever Limited (HLL), ICFAI Knowledge Center, 2005

### Case Preparation questions:

Can your organisation relate to and exploit these base-of-the-pyramid (BoP) distribution strategies? Will you consider targeting the bottom-of-the-pyramid?

Contact : Ian Rheeder