

Joint Customer Business *Planning* Independent Liquor



What participants like most about the program:

*" - live learning environment
- candid conversations"*

"Giuseppe's openness, honesty and transparency was amazing"

"Great having the retail store below"

"The face to face was great...learnt a lot for my new role "

Carrera's Joint Customer Business Planning Program is customised specifically to meet the needs of Liquor businesses looking to increase sales and market share within the Independent Liquor trade. Partnering with **Independent Liquor Expert, Giuseppe Minissale**, we have developed a practical program that ensures participants understand how to create a business plan that addresses the needs of both their business and the retailer.

It is aimed at Sales teams responsible for driving relationships and outcomes with liquor customers in the independents channel: State Managers, Key Account managers, Territory/Area Managers, Account Executives.

The program is delivered face-to-face over one full day to groups of up to 12 participants.

The Joint Customer Business program ensures participants are able to:

- Identify and meet their customer's needs
- Generate continuous understanding of their customer and their business
- Create needs-based plans in conjunction with their customer that engages the customer and motivates them to say "yes"
- Create a plan for growth and profitability of their customer which in turn secures KPIs
- Drive execution of the plan through both businesses

Program Outline

- How to analyse and understand your customer and your business needs
- Unlocking Opportunities – Creating potential programs that drive common goals
- Creating a Joint Business Plan that will drive engagement and outcomes
- Securing new agreements that drive profitability and growth
- Monitor, measure and refine



Brand owners will gain a depth of knowledge and understanding of the Independent Retail Liquor channel to maximize their sales and profit position and support the competitiveness and success of the independent retailer!



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