



Course Facilitator: **ATIF FAROOQUI**

- Expert in converting retailers' into brand buyer
- Pioneer of shopper marketing program in Pakistan
- Integrate consumer, customer and shopper marketing activities
- Representative of emerging markets practices in Europe
- Trade Marketing consultant to various companies in Pakistan, Africa & Lithuania

Atif holds galactic experience in field of Category Management and Trade Marketing. He is impeccably pronounced as pioneer of Shopper Marketing in Pakistan. Atif helped countless businesses as consultants and discovered opportunities to achieve better brands result. Having worked in Pakistan and Europe enhanced his cross market understanding to build brand at retail. This also equips him to perform the following function on turn-key basis:

- **Key Account Management** • **Trade Marketing** • **Shopper Marketing**

After 15 years of experience in Pakistan & UK for multiple sales and marketing positions, Companies he worked; **GWC Consultancy UK, Unilever, Continental Biscuits JV Kraft Foods, Ulker International and CEC UK Ltd.** Atif redirected energy towards founding MAK blue as Global Consultancy and for the last 6 years working as integral part of same companies. His commitment and passion to cascade knowledge took him to multiple global trade marketing forums in Europe, where he graduated professionals about different strategies to handle trade structure in various markets.

Atif carries unique training style. He encourages practical one to one discussion on ground market realities; this addresses challenges faced by the participants in no time. Breaking the stereotype, Atif's believes in real time case study that transforms participants' basic knowledge about the topic into functional knowledge.

Negotiate

to



WIN

at Trade

How to Get The Best Deal Every Time!

December 10, 2020 | Marriott Hotel, Karachi
9:30am – 5:00pm

Course Overview:

Marketing and selling used to be very simple in early 80s and 90s. We developed powerful products, attained the depth of distribution and job was done. However, dynamics are changed. In today's time bargaining power has been shifted to retailer. Although, we sell to shopper but brands are channelized through retailers. **In this competitive time, before you Win at shopper, you have to Win at customers / retailers.** Most of the FMCG / CPG companies face great amount of challenges while negotiate with these customers. Eventually, end up throwing away their margin to these customers.

Smart companies train their interface to negotiate well with these customers. They not only safe guard companies' margin but also develop strong relationship with these customers.

This workshop is a functional course, designed for business professional to understand entire trade dynamics. The core objective of the course is to push business professionals to negotiate well and end up saving desired margin for the business.

Who Should Attend?

All the managerial cadres from sales & customer, trade marketing, shopper marketing and marketing department's specific to FMCG / CPG, Pharmaceutical, Fashion, Electronics and Electrical industries.

...only from Octara!!!

For Details & Registration contact

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Helping You Succeed!!

COURSE AGENDA

Bargaining Power has been Shifted to Customer

- **Changing Retail Dynamics**
 - New retail structure
 - Developed market structure
 - Emerging market structure
- **Overall Retail Shift**
 - Evolution of new business model
90's business model no longer works
 - Emergence of new avenues
Bricks to phones
- **Bargaining Power Moved from Manufacturers to Customers**

Respond to transformation through Joint Business Plan

- **Significance of Joint Business Plan**
 - Strategic alignment with customer
 - JBP framework
 - Identify customer strategy
 - Pin Mutual opportunities
 - Pathfinder
 - Contract

Negotiate to Win at Customers

- **Customer Variable Trading**
 - Customer Fixed Variable / Customer Tradable Variables
- **Ineffective negotiation is being led by an individual**
 - Common Mistake
 - Negotiation Myths
 - Negotiation in competitive market
 - A C E : Appropriateness. Consistency. Effectiveness
- **Effective Negotiation**
 - Situational Knowledge
 - Customer Need Vs Supplier Need
 - Power Analysis
 - Customer power assessment / Supplier power assessment
 - Shopping list assessment
 - Negotiation knowledge
 - BATNA
 - Distributive / Integrative
 - Negotiation Strategies
 - Distributive / Integrative
 - Bargaining Tactics
 - Bargaining zone
 - Positive Zone VS Negative Zone
 - Interpersonal Skill
 - Persuasion
 - Communication
 - Filtering skill, Effective listening & Speaking, Kinesics / Body Language
 - Personality Diagnosis
 - Conceptual, Social, Directive, Analytical

Negotiate to **WIN** at Trade

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What Participants have said about Atif Farooqi:

“When Atif speaks , one cannot differentiate which one is more powerful style or content” **Dr. Henry Dale** - Shopper Marketing Expert- Europe

“I had session with Atif that helped me find career in Trade Marketing”
Abbas Rizvi - Customer Marketing Manager - Upfield Pakistan – Blue Band

“Atif quotes relevant example pertains to market. He studies the industry and then step into training floor”

Also, watch closing remarks by **Abid** - CEO, Meezan Group

YouTube: <https://youtu.be/yxA2Nml8HpA>

INVESTMENT

1 - 3 Participants	4 + Participants
INDIVIDUALS	CORPORATE TEAMS
PKR 12,500 +SST per participant	PKR 10,000 +SST per participant

Fee Includes:

- 5 Star Hotel Venue for Training
- Course Material • Certificate of Attendance
- Lunch & Refreshments • Business Networking
- **Post-Workshop Advisory Services**
- **Membership for TCS Octara WebMall+ (WhatsApp Group)**
- **Octara Loyalty Card***
- *Entitles card holder to 15% discount on all future Octara Trainings

Send your cheque in favor of Octara Private Limited

To: **Umair Tariq, Admin & Accounts Executive**

Octara Private Limited - 1/E-37, Block-6, P.E.C.H.S., Karachi.

Tel: 021-34520708, Cell: 0343 5940485

Bring this program In-house at attractive discount

This workshop can be customized to suit specific needs of your organization which may lead to significant savings.

Please contact Sarim Atique at sarim.atique@octara.com or call at 0345-8949470

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