BLACKBIRD FOR TRAINING

Trade Sales

8 – 12 March 2027
Lyon (France)



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Ref: 3255330_193230 **Date:** 8 – 12 March 2027 **Location:** Lyon (France) **Fees:** 5200 GBP

Introduction

In today's highly competitive business environment, Trade Sales play a central role in driving organizational growth and sustaining long-term market success.

Trade sales are built on strong partnerships between suppliers, distributors, and retailers — ensuring an efficient product flow and maximizing sales performance across all channels.

This program is designed to help participants understand the dynamics of trade markets, develop data-driven sales strategies, enhance negotiation skills, and strengthen business relationships. Through practical insights and applied techniques, it provides the tools needed to build integrated sales systems capable of adapting and thriving in rapidly changing markets.

Course Objectives

By the end of this program, participants will be able to:

- Understand the fundamental concepts and structure of trade sales.
- Analyze wholesale and retail markets to identify growth opportunities.
- Design effective sales strategies based on data and market analysis.
- Build and manage long-term partnerships with trade clients.
- Strengthen negotiation and relationship management skills.
- Create integrated marketing and distribution plans.
- Lead and motivate trade sales teams toward achieving targets.
- Use performance metrics to evaluate sales effectiveness and profitability.

Course Outlines

Day 1: Introduction to Trade Sales and Market Dynamics

- Overview of trade sales and their role in business growth.
- Differences between trade sales and direct consumer sales.
- Market structure and the key factors affecting trade performance.
- Understanding the connection between manufacturers, distributors, and retailers.
- Case studies on successful trade market strategies.
- Practical exercise: identifying cross-channel sales opportunities.



Day 2: Sales Strategy and Key Account Management

- Building data-driven trade sales strategies.
- Optimizing distribution and channel management.
- Managing key accounts effectively.
- Techniques for price optimization and discount structures.
- Practical session: developing a trade sales plan for a product line.
- Performance monitoring using analytical tools.

Day 3: Negotiation and Business Relationship Management

- Core principles of successful negotiation in trade sales.
- Building sustainable partnerships based on trust and shared value.
- Conflict resolution and problem-solving in trade relationships.
- Enhancing persuasive communication and influence.
- Simulation exercise: negotiating with a key client.
- Reviewing case studies of long-term commercial collaborations.

Day 4: Managing and Motivating Trade Sales Teams

- The leadership role in achieving sales targets.
- Setting and tracking individual and team performance metrics.
- Enhancing communication and collaboration within sales teams.
- Using customer relationship management CRM tools for productivity.
- Overcoming field challenges and performance barriers.
- Workshop: designing a performance monitoring framework for sales teams.

Day 5: Financial Analysis and Sales Performance Evaluation

- Using financial analysis to assess trade sales efficiency.
- Linking sales outcomes to strategic business objectives.
- Defining and tracking key performance indicators KPIs.
- Preparing performance and evaluation reports.
- Developing continuous improvement and optimization plans.
- Final group presentations and peer feedback.



Why Attend This Course? Wins & Losses!

- Gain a comprehensive understanding of trade sales strategies and structures.
- Develop analytical skills to interpret market trends and data insights.
- Enhance negotiation and communication techniques.
- Learn to lead and inspire high-performing sales teams.
- Improve profitability through performance-based planning.
- Strengthen partnerships with distributors and retail partners.
- Apply international best practices in trade sales management.
- Build resilience and agility in competitive market environments.

Conclusion

The Trade Sales course provides a powerful blend of strategic knowledge and hands-on experience. It equips participants with the ability to analyze markets, develop data-driven sales plans, and effectively manage commercial relationships.

By mastering the principles of trade sales, participants can transform their organizations' commercial capabilities — turning market challenges into opportunities and driving sustainable business growth.

