



**IFFI ACADEMY**

Business Development People Development

INDUSTRIAL MARKETING & SALES PROGRAM

# Transforming Markets, Enabling Sales

for Marketing & Sales Executives in the food processing industry

*"An Executive Program on Industrial Marketing & Sales for the food processing industry, coming from 10 years of IFFI masterclasses. Top class!"*

**Ruud Peerbooms, Corbion**

POWERED BY

## CREATING VALUE, CAPTURING PROFITS

In many companies, active in B2B environments, the marketing discipline is downgraded to *communication* rather than driving the strategic course of the entire business at boardroom level. The latter is what Industrial Marketing is all about, being the compass for manufacturers in the B2B food industry who want to create value for their customers in rapidly changing markets and operations.

Too often Sales Executives strive to deliver value to their customer from a feature-plus or cost-plus scenario, instead of a customers' benefit scenario. To understand the benefits of the customers' customer, you have to go through the entire value chain and capture the profits along the way! That is what Industrial Sales is all about, to define the needs of all involved in the value chain and to add profitable value in order to close the best deals for now and the future.

## INDUSTRIAL MARKETING & SALES

In the course of the Executive Program **'Transforming Markets, Enabling Sales'** you will learn how to develop smart marketing and sales strategies and to apply them within your own business. This program is all about delivering results, updating and upgrading your marketing and sales plans by training and upgrading your set of skills.

You will be introduced to strategic marketing methods like customer insights, value creation and value pricing. You will become familiar with sales leadership and behavior, value selling, strategizing big deals and strategic negotiations.

## 'INSIDE THE INDUSTRY'

Many industrial Marketing and Sales Executives in food rely more on their 'training on the job' experiences than on their studies. Although the biggest part of the GNP is coming from B2B transactions, industrial marketing – compared to consumer marketing – is not part of their curriculum. To boost the commercial skills of Marketing and Sales Executives, the industry often turns to expensive training institutions or develops 'in house' training programs.

Ingredients For Food Innovators (IFFI), a business network for food ingredients manufacturers, has decided to develop this 'in industry' executives program together with leading professors, top consultants and industry experts. Marketing and Sales Executives in the B2B food environment will be equipped with insights and skills to create and capture value to its full potential.

## CHALLENGING PROGRAM

**Morning (09.00 - 12.00 hrs) or late afternoon (14.00 - 17.00 hrs) sessions include:**

- Introduction of the topic, with key issues and questions (1 hour)
- Exercise (1 hour)
- Report and findings (1/2 hour)
- Relevance for individual businesses (1/2 hour)

**Early afternoon (13.00 - 14.00 hours) sessions are dedicated to:**

- Industry experts from both the participating companies as well as companies further up or down the food chain who will share relevant business cases. Also clients and/or stakeholders of the participating companies are invited to give honest and positive feedback on the industry's strengths and weaknesses.

**Evening sessions (18.00 - 21.00 hours) are scheduled for:**

- kick-off dinner with introduction participants/sharing personal targets
- developing a collective or individual marketing or sales strategy

By the end of the program the participants will have a full understanding of Industrial Marketing and Sales in a B2B environment, will have updated and upgraded their marketing and sales plans and their individual skills.



## Profile of the participants

This executive program is developed for Marketing and Sales Executives in a B2B environment. They work in the international food processing industry, f.e. food ingredients, food packaging or food equipment. They are challenged by the top of their organizations to bring marketing and sales disciplines to a higher level, as individuals or team managers.

## Profile of trainers and industry experts

The 3-hour sessions are facilitated by carefully selected, recommended professors and top consultants who are acknowledged by the industry and experienced in providing industry proven concepts, methods and practices.

## INVESTMENT & TIMING

Participation in the Executive Program 'Transforming Markets, Enabling Sales' includes:

- company intake by the program manager;
- 6 days + 4 evening sessions, full catering and centrally located in The Netherlands;
- networking with fellow industrial Marketing and Sales Executives;
- coaching sessions by leading professors, top consultants and industry experts.

For prices, time schedules and keynote speaker profiles please go to [the IFFI website](#).

# INSPIRING INSIGHTS AND PRACTICES

## Module 1 - Transforming Industrial Markets

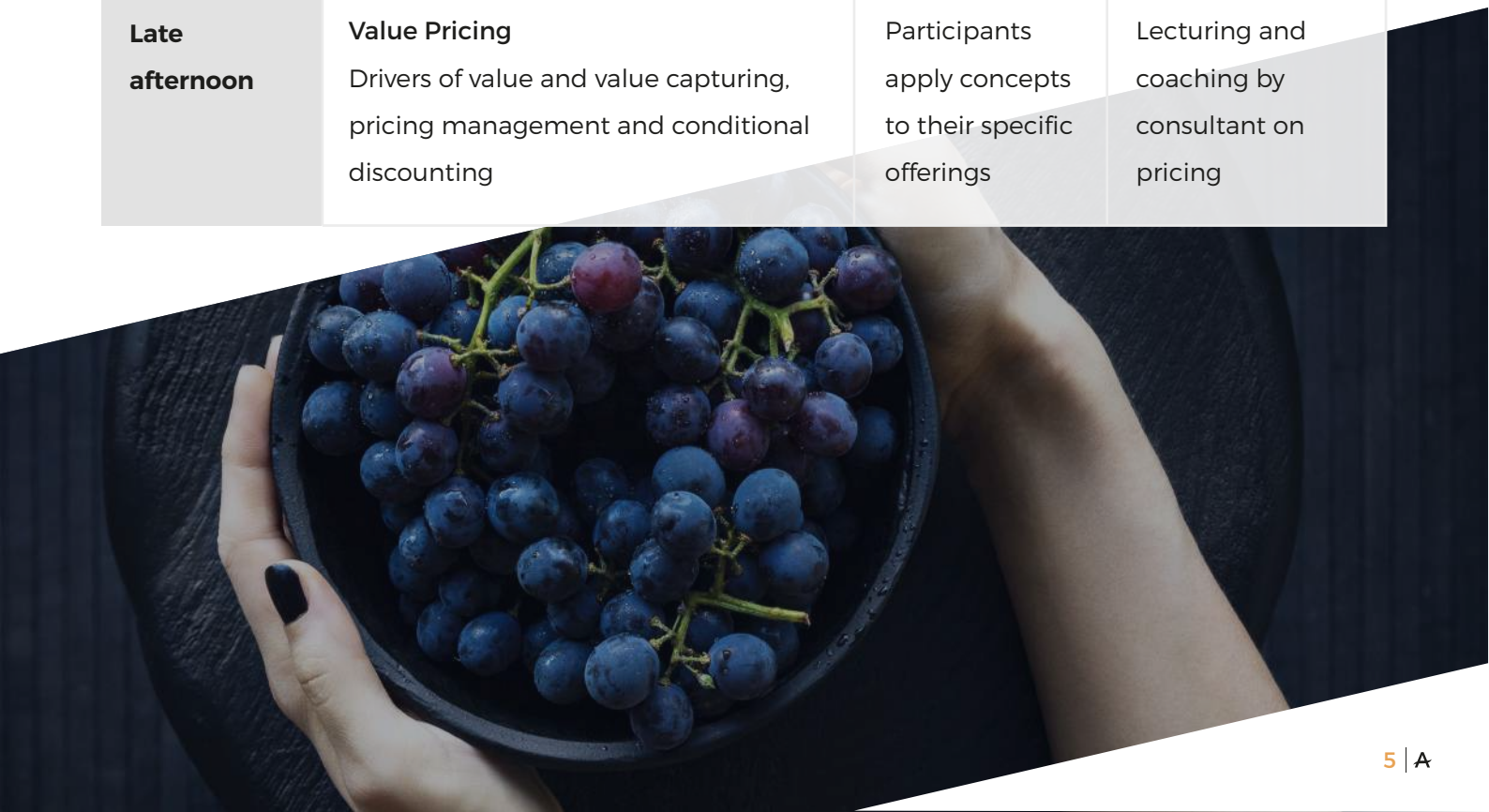
(incl. kick-off dinner meeting with introduction participants/sharing personal targets)

Day 1	Topics	Result	Progress
<b>Morning</b>	<b>Consumer Insights</b> Consumer insights and needs, retail branding, format development, multi- and omni-channeling	Participants apply concepts to their specific offerings	Lecturing and coaching by professor on retail marketing
<b>Early afternoon</b>	<b>Format Development</b> Plenary discussion based upon an actual and relevant business case	Insights for individual targets, skills and plans	Presentation and coaching by industry expert
<b>Late afternoon</b>	<b>Consumer Insights</b> Customer segmentation and criteria, customer journey, CRM marketing and intelligence	Participants apply concepts to their specific offerings	Lecturing and coaching by professor on marketing

Day 2	Topics	Result	Progress
<b>Morning</b>	<b>Value Creation</b> Industry & competition analysis, customer benefits and supplier competences	Participants apply learnings to their own business	Lecturing and coaching by professor on strategic marketing
<b>Early afternoon</b>	<b>Outside-in to Co-create</b> Plenary discussion based upon an actual and relevant business case	Insights for individual targets, skills and plans	Presentation and coaching by industry expert

Day 2	Topics	Result	Progress
Late afternoon	<b>Value Creation</b> Strategic positioning and marketing strategies, business road mapping and strategy	Participants apply learnings to their own business	Lecturing and coaching by professor on strategic marketing
Evening	<b>Marketing Plan</b> Develop your own marketing plan collectively and (for an additional fee) individually	Participants will work on marketing planning	Coaching by professor on strategic marketing

Day 3	Topics	Result	Progress
Morning	<b>Value Pricing</b> Perceived and economical value, value based pricing and value segments	Participants apply concepts to their specific offerings	Lecturing and coaching by consultant on pricing
Early afternoon	<b>Value Based Pricing</b> Plenary discussion about relevant business case	Insights for individual targets, skills and plans	Presentation and coaching by industry expert
Late afternoon	<b>Value Pricing</b> Drivers of value and value capturing, pricing management and conditional discounting	Participants apply concepts to their specific offerings	Lecturing and coaching by consultant on pricing



## Module 2 - Enabling Industrial Sales

(incl. kick-off dinner meeting with introduction participants/sharing personal targets)

Day 1	Topics	Result	Progress
<b>Morning</b>	<b>Sales Leadership</b> What makes frontline sales leaders successful? How to mirror your style with that of others?	Participants prepare and practice sales methods	Training and coaching by consultant on strategic sales
<b>Early afternoon</b>	<b>Sales Behavior</b> Plenary discussion about actual food relevant business case presented by industry expert	Insights for individual targets, skills and plans	Presentation and coaching by industry expert
<b>Late afternoon</b>	<b>Sales Behavior</b> What is successful behavior in sales? How to embed this behavior successfully?	Participants prepare and practice sales methods	Training and coaching by consultant on strategic sales

Day 2	Topics	Result	Progress
<b>Morning</b>	<b>Value Selling</b> What are the principles of successful sales? What are the steps in the sales best practice?	Participants prepare and practice sales methods	Training and coaching by consultant on strategic sales
<b>Early afternoon</b>	<b>Cost buying, value selling</b> Plenary discussion based upon an actual and relevant business case	Insights for individual targets, skills and plans	Presentation and coaching by industry expert
<b>Late afternoon</b>	<b>Value Selling</b> How to identify critical issues and problems? How to lead and control sales calls?	Participants prepare and practice sales methods	Training and coaching by consultant on strategic sales

Day 2	Topics	Result	Progress
Evening	<b>Sales Plan</b> Develop your own sales plan collectively and (for an additional fee) individually	Participants will work on sales planning	Coaching by consultant on strategic sales

Day 3	Topics	Result	Progress
Morning	<b>Strategizing Deals</b> How to strategize a large, complex deal? How to develop and execute a plan of action?	Participants prepare and practice sales methods	Training and coaching by consultant on strategic sales
Early afternoon	<b>Value Based Buying</b> Plenary discussion about relevant business case	Insights for individual targets, skills and plans	Presentation and coaching by industry expert
Late afternoon	<b>Strategic Negotiation</b> What are the key concepts and influencing principles? How to apply valued techniques in practice?	Participants prepare and practice sales methods	Training and coaching by consultant on strategic sales

## ACTION LEARNING & TRAINING FOR IMPACT

The program is developed on the interaction between theory and practice. Participants will find the training stimulating because they need to reflect on the shortcomings of the daily practice while learning to integrate new insights in their marketing and sales plan. Action learning is key.

The concept of training-for-impact is that marketing and sales strategies will be discussed 'in a pressure-cooker-format'. Although the participants come from different companies, they all work in the B2B food industry. This accelerates the learnings as they can be applied straight into the participants' own business context.



## WHAT TO EXPECT?

1. Assignments and case studies from B2B practices will be studied collectively and insights and experiences will be shared.
2. The participants will be facilitated to update and upgrade their individual marketing and sales plans as well as their own marketing and sales skills set.
3. Leading professors and top consultants will teach the participants the latest insights and proven concepts of marketing and sales practices, industry experts will share relevant business cases.

## IFFI ACADEMY

POWERED BY IFFI

Ingredients for Food Innovators (IFFI) is a Dutch business network of senior managers from the food ingredients industry who are proactively searching for innovative solutions, cooperation and inspiring ideas. IFFI CONNECTS and INSPIRES innovators with respect to markets, operations and innovations and FACILITATES training and education of colleagues.

IFFI identifies business development opportunities and facilitates people development capabilities. And has done so over the last 10 years of her existence by organizing business events and masterclasses. With the IFFI Academy a start has been

Marketing and Sales Executives from the food processing industry will share insights and experiences while addressing the following questions:

- What drives our customers and how can we help them achieving their objectives?
- How do suppliers' competences match customers' needs in order to create value through the entire food chain?
- How can we capture this value in different pricing strategies, for now and the future?
- What makes frontline sales leaders successful and what is the secret behind their behavior?
- How to sell value instead of selling features looking at step-by-step best practices?
- What is the best strategy to close complex deals and how do we add value to negotiation techniques?

made to provide 'inside the industry' Executive Programs with regard to markets, operations and innovation is the food processing industry.



## CONTACT IFFI

- Do you wish to sign up?
- Do you have questions?
- Do you want personal advise?
- Do you need more information?

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