



## SALES, MARKETING AND CUSTOMER ENGAGEMENT

# Trade Marketing and Retail Execution

3 day course

Classroom, online or in-house

## Course overview

A brand is chosen or ignored in the few seconds a shopper spends in front of a shelf, and most of what determines that outcome is decided by execution in the store rather than by advertising. This course covers the store. Delegates work through shopper behaviour and the difference between a shopper and a consumer, category management and the range and shelf layout that a retailer will actually accept, and the availability problem, since a product out of stock loses the sale entirely. Promotions and their real profitability are covered, including the promotions that simply move volume forward. Point of sale material and display execution follow. The course closes on measuring execution in the field and on the trade spend that cannot be traced to a result.

## What you will learn

- Distinguish shopper from consumer behaviour
- Build a category and range proposal a retailer will accept
- Solve availability and reduce out of stock incidents
- Evaluate promotion profitability rather than volume alone
- Execute point of sale material and displays effectively
- Measure in store execution in the field
- Trace trade spend to a result and cut what cannot be traced

## Who should attend

- Trade marketing and category staff
- Field sales and merchandising teams
- Key account managers serving retailers
- Brand managers in consumer goods
- Retail buyers and category managers

## Course outline

- 01 Decided in seconds at the shelf
- 02 Shoppers against consumers
- 03 Category management and range
- 04 Shelf layout and what retailers accept
- 05 Availability and out of stock
- 06 Promotions and real profitability
- 07 Point of sale and display execution
- 08 Field measurement and untraceable trade spend

## Upcoming dates

| Dates                  | Venue                   | Format    | Fee per delegate |
|------------------------|-------------------------|-----------|------------------|
| 11 to 13 November 2026 | Gaborone, Botswana      | Classroom | R14,950          |
| 23 to 25 November 2026 | Online                  | Online    | R6,500           |
| 16 to 18 December 2026 | Cape Town, South Africa | Classroom | R14,950          |

## Fees and how to register

This 3 day course is **R6,500** per delegate online, **R14,950** in the classroom in South Africa, Botswana, Namibia,



Lesotho and Eswatini, and **USD 995** in the classroom elsewhere in Africa. In-house training is quotation on request. Book 2 or more delegates on this course and save 10%.

To register or request an in-house proposal, visit [www.afrisciencegroup.com](http://www.afrisciencegroup.com), email [info@afriScience.co.za](mailto:info@afriScience.co.za), or WhatsApp us on **+27 63 479 1136**.

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