

Trade Promotion ROI and Strategic Key Account Negotiation

11 – 15 October 2027
Milan

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Trade Promotion ROI and Strategic Key Account Negotiation

Ref: 103600569_74191 **Date:** 11 – 15 October 2027 **Location:** Milan **Fees:** 5700 Euro

Course Overview:

This course is a highly practical and strategy-driven program designed to help commercial leaders, sales professionals, and key account managers improve negotiation outcomes, optimize trade investments, and strengthen retailer partnerships in highly competitive FMCG and retail environments. This advanced Trade Negotiation Training Course integrates modern Revenue Growth Management for FMCG, Commercial Excellence Training, and Trade Spend Optimization Training frameworks with real-world negotiation and promotional execution strategies.

Participants will learn how to improve promotional profitability, control discount leakage, negotiate stronger retailer agreements, and align commercial execution with strategic growth objectives. The course combines insights from internationally recognized research and industry publications on Key Account Management Training, Promo ROI Optimization Training, Retail Negotiation Skills Training, and Joint Business Planning Training. The program also incorporates practical concepts from leading studies on trade promotion ROI, pricing strategy, revenue growth management, retailer collaboration, and commercial analytics.

Through case studies, simulations, negotiation workshops, and strategic account planning exercises, participants will develop the skills required to enhance promotional effectiveness, improve sell-in achievement, strengthen retailer relationships, and drive profitable commercial growth while building sustainable competitive advantage across key accounts and retail channels.

CPD Course Listing

This Trade Promotion ROI and Key Account Negotiation Mastery course is listed on the CPD portal as part of our commitment to delivering structured, practical, and industry-relevant professional development. Participants, employers, and sponsoring organizations can review the course information and its continuing professional development details through the official CPD portal.

View This Course on the CPD Portal

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Target Audience:

- Key Account Managers
- National Account Managers
- Trade Marketing Managers
- Commercial Managers
- Revenue Growth Management RGM Managers
- Category Managers
- Retail Operations Managers
- Commercial Finance Managers
- Sales Supervisors
- Retail Negotiation Specialists

Targeted Organizational Departments:

- Sales & Commercial Departments
- Trade Marketing Departments
- Revenue Growth Management RGM
- Key Account Management Teams
- Category Management Departments
- Consumer Insights & Analytics Teams
- Supply Chain Planning
- Marketing & Promotions Departments

Targeted Industries:

- FMCG Fast-Moving Consumer Goods
- Consumer Packaged Goods CPG
- Cosmetics & Personal Care
- Electronics Retail
- Distribution & Wholesale
- E-commerce & Omnichannel Retail
- Household Products
- Automotive Aftermarket Distribution
- Industrial Distribution

Course Offerings:

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

- Strengthen trade negotiations and improve commercial outcomes across key accounts.
- Optimize trade margins while reducing excessive discount dilution.
- Improve sell-in achievement versus AOP/forecast targets through better account planning.
- Increase promo ROI using effective trade promotion and pricing strategies.
- Improve discount control and expand SKU listings across retail partners.
- Strengthen payment terms management and reduce overdue receivables.
- Accelerate execution timelines for promotions, claims, RTVs, and JBP alignments.
- Enhance internal productivity, account prioritization, and commercial execution efficiency.

Training Methodology:

This course utilizes a highly interactive and business-focused methodology designed to maximize engagement, commercial application, and measurable workplace impact. Participants will engage in realistic negotiation simulations, retailer case studies, trade promotion analysis exercises, and collaborative strategic planning workshops focused on Trade Negotiation and Commercial Excellence Course concepts.

The methodology combines instructor-led facilitation with practical exercises in Key Account Negotiation Skills, retailer objection handling, pricing strategy analysis, promotional ROI calculations, and account-level profitability assessments. Participants will work on live commercial scenarios involving retailer negotiations, trade spend allocation, promotion planning, discount control, and joint business planning execution.

Additional activities include negotiation roleplays, trade margin optimization exercises, retailer strategy mapping, forecasting simulations, and collaborative commercial planning sessions. The course emphasizes practical implementation, strategic thinking, and measurable commercial improvement rather than theoretical concepts alone.

Course Toolbox:

- Commercial negotiation playbooks
- Trade promotion ROI templates
- Key account planning frameworks
- Pricing and discount governance models
- Case studies from FMCG and retail sectors
- Reading materials and commercial excellence references

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Course Agenda:

Day 1: Foundations of Commercial Excellence & Trade Negotiation

- **Topic 1:** Introduction to Trade Negotiation Training Course and Commercial Excellence Fundamentals
- **Topic 2:** Understanding Revenue Growth Management for FMCG and Retail Markets
- **Topic 3:** Strategic Retailer Segmentation and Key Account Prioritization
- **Topic 4:** Fundamentals of Key Account Management Training and Long-Term Customer Value
- **Topic 5:** Commercial Strategy Training Course Principles for Sustainable Margin Growth
- **Topic 6:** Understanding Retail Power Dynamics, Buyer Psychology, and Negotiation Leverage
- **Reflection & Review:** Reviewing negotiation fundamentals, retailer behavior, and commercial growth opportunities

Day 2: Advanced Retail Negotiation & Key Account Management

- **Topic 1:** Advanced Key Account Negotiation Training Techniques
- **Topic 2:** Retail Negotiation Skills Training for Margin Protection and Discount Control
- **Topic 3:** Building High-Impact Joint Business Planning Training Strategies
- **Topic 4:** Negotiating Listings, Assortment Expansion, and Shelf Space Agreements
- **Topic 5:** Managing Objections, Claims, RTVs, and Retailer Pressure Effectively
- **Topic 6:** Strategic Relationship Building and Cross-Functional Commercial Collaboration
- **Reflection & Review:** Evaluating negotiation tactics, retailer influence, and strategic account growth

Day 3: Trade Promotion ROI & Trade Spend Optimization

- **Topic 1:** Fundamentals of Trade Promotion Management Course Strategies
- **Topic 2:** Promo ROI Optimization Training and Post-Event Analysis Frameworks
- **Topic 3:** Trade Spend Optimization Training and Commercial Investment Governance
- **Topic 4:** Promotional Forecasting, Scenario Planning, and Commercial Analytics
- **Topic 5:** Evaluating Promotional Performance Using Revenue Growth Management Metrics
- **Topic 6:** Designing Effective Trade Promotions and Pricing Strategy Course Models
- **Reflection & Review:** Assessing trade promotion effectiveness, ROI drivers, and promotional profitability

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Day 4: Revenue Growth Management & Commercial Execution Excellence

- **Topic 1:** Advanced Revenue Growth Management Course Frameworks
- **Topic 2:** Pricing Architecture, Trade Margin Optimization, and Profitability Management
- **Topic 3:** Assortment Strategy, Category Growth, and Retail Commercial Management Course Practices
- **Topic 4:** Commercial Execution Excellence Training for Faster Negotiation Closures
- **Topic 5:** Improving Sell-In Achievement, Forecast Alignment, and Retail Planning
- **Topic 6:** Enhancing Internal Productivity, Approval Workflows, and Commercial Agility
- **Reflection & Review:** Reviewing execution excellence, retailer profitability, and commercial productivity

Day 5: Strategic Commercial Leadership & Sustainable Growth

- **Topic 1:** Strategic Retail Partnerships and Long-Term Commercial Growth
- **Topic 2:** Data-Driven Decision-Making in Revenue Growth Management for FMCG
- **Topic 3:** Retail Collaboration, Omnichannel Strategy, and Consumer Insights
- **Topic 4:** Commercial Risk Management and Payment Terms Negotiation
- **Topic 5:** Building Integrated Commercial Action Plans and KPI Dashboards
- **Topic 6:** Final Negotiation Simulation and Strategic Account Presentation Workshop
- **Reflection & Review:** Developing actionable commercial excellence roadmaps for sustainable retailer success

How This Course is Different from Other Trade Promotion ROI & Key Account Negotiation Mastery Courses:

This course stands out by combining advanced Trade Negotiation Training Course, Revenue Growth Management Course, and Key Account Management Training concepts into one highly practical commercial excellence program. Unlike traditional negotiation or sales training courses that focus only on communication techniques, this course integrates retailer negotiation strategy, trade spend optimization, promo ROI analysis, pricing governance, joint business planning, and commercial execution excellence into a complete commercial growth framework.

The course also emphasizes measurable commercial outcomes such as margin improvement, sell-in achievement, promotional effectiveness, discount control, retailer profitability, and execution efficiency.

Additionally, the course addresses modern commercial challenges such as omnichannel retail complexity, retailer data sophistication, consumer behavior shifts, and the increasing importance of connected commercial planning and agile revenue growth management. This creates a far more strategic and implementation-focused learning experience compared to traditional retail negotiation or sales management courses.