

## Course Overview

A course designed specifically for suppliers within the Home Improvement industry, developed to equip you with the knowledge, understanding and insight to help build and maintain a successful trading relationship with B&Q and the broader Kingfisher Group.



## Learning Objectives

- Achieve strategic alignment with B&Q and Kingfisher by being aware of their very latest strategy and future direction.
- Identify real opportunities to develop and grow your business by understanding and appreciating their key business drivers and culture.
- Be aware of the very latest initiatives, including new store concepts, sustainability strategy and their 'Easier' and 'Common' themes.
- Maximise your promotional and ranging opportunities by better understanding their business processes in key areas such as; category management, marketing, promotional activity, sourcing and purchasing.
- Improve your supplier profile by better understanding the needs and expectations of the B&Q commercial department.
- Use appropriate language and terminology to fit in with B&Q's culture.
- Develop and deliver a relevant, targeted and engaging sales presentation to B&Q decision makers.

## Referrals

"The course was excellent, content was bang up to date and the section on the latest Kingfisher strategy was fascinating, even our experienced B&Q Team was able to take a lot away from the session. I would recommend it to any existing supplier or company trying to get a foothold with B&Q".

**Sales Director - UK Ceramic Tile Manufacturer**

## Target Audience

Customer facing commercial teams from Sales and Marketing Directors through to National Account Managers, Product Managers, Field Sales Teams, Customer Service and Supply Chain Executives.

## Costs

A one day training course to include refreshments and all course materials, **£399** per person (plus vat) for non-subscribers and **£299** per person (plus vat) for full subscribers to the Insight DIY website.

## Booking

Courses will be running in various UK locations throughout 2013. To enquire about dates and availability, please email [enquiries@insightdiy.co.uk](mailto:enquiries@insightdiy.co.uk) or telephone the Insight Team on 0207 544 8552.