

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.



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

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.

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 from June 2012. To enquire about remaining dates and availability, please email enquiries@insightdiy.co.uk or telephone Steve Collinge on 07831 562803.