



MARKET WISE — Advantage

Assisting companies in the FMCG sector build proven competitive advantage through Insights, Knowledge and Understanding.

Over 70 years of Experience in FMCG Retail & Manufacturing enables us to assist your company build deeper understanding across 3 key areas...

Benchmarking

Gain a detailed understanding from your Customer's perspective



Planning

Develop Strategies & Tactics to extract value



Capability

Arm your Teams with Insights, Skills & Knowledge



- Tailored solutions for Clients

- Unique Insights & Understanding

- Real life discussions

- Next day application

- Award winning results

Manufacturer Focused Programs

Our approach is to tailor sessions to your team's specific requirements. However for the purpose of understanding the following are examples of typical subject modules we conduct with our clients:

Understanding the
Customer

Presentation Skills

Joint Business
Planning

Strategic Customer
Planning

Category
Management

Effective Trading
Agreements

Key Account
Management

Promotional
Management

Sales Leadership

Coaching for Results

Negotiation with
Retail Buyers

Advanced Level
Strategic Negotiation

Customer Focused
Selling

Industry Financials

Train the Trainer

Contact us now if you would like to discuss how we can best tailor a solution to match your team's capability development needs!

Updated 3rd December 2012



Our Global Experience

About the Market Wise Advantage Team



**Adrian
Haddock**

With over 20 years experience as a Retailer and 15 years as a trainer of Key Account Managers.



**Tim
Hockings**

Over 28 of senior retail FMCG experience and 8 years of training locally & globally.



**Mark
Ferguson**

Over 22 years experience in FMCG Sales and Trade Marketing in both Australia and Europe



**David
Ginsberg**

A retail expert with 22 years in senior management roles in multinational retailers.