

I Sell and Market to Retailers

A pocket guide to our training recommendations

All sales, marketing and implementation consultants should have access to the [Retail Wiki](#) for just in time knowledge access and everybody should study the [Fundamentals of Retail Suite](#) to ensure they have the up to date minimum level of knowledge to sell or work successfully with retailers.

Sales people and solutions consultants should study the [Retail Solution Selling Suite](#).

Sales executives and managers should study [Negotiating with Retailers](#), so that they are confident of their ability to deal with the best negotiators in business.

Thereafter, the implementation professionals should study the specific subjects in which they expect to practice so they are at the same or better level than their clients.

This way, your sales and marketing professionals will be equipped to make your company one of the most successful in its space.

