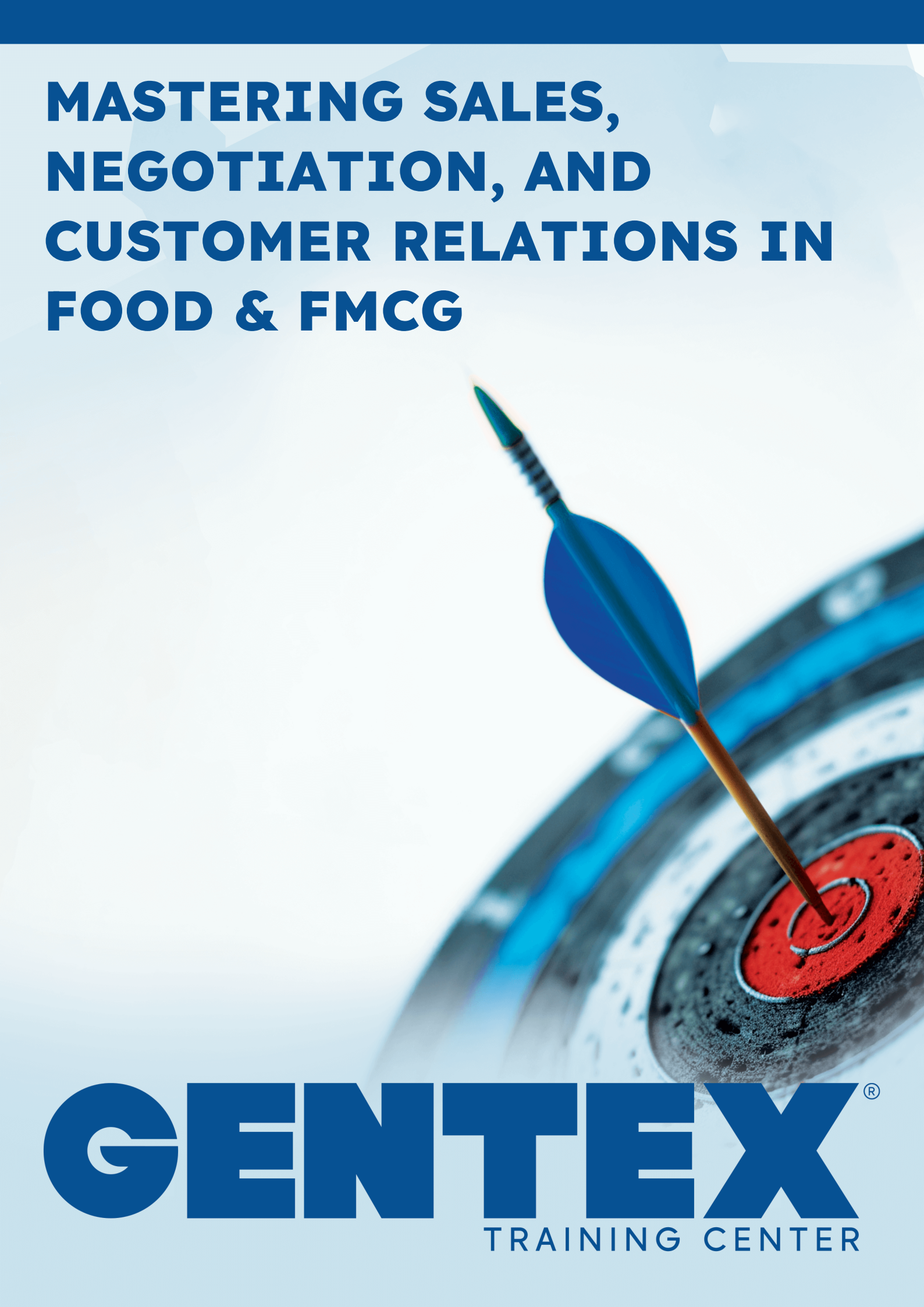
MASTERING SALES, NEGOTIATION, AND CUSTOMER RELATIONS IN FOOD & FMCG



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Introduction

The food and FMCG sector operates in a highly competitive, fast-moving environment where sales effectiveness, negotiation strength, and customer relationship management directly influence market share and profitability. Professionals working in this sector must balance volume targets, pricing pressures, distributor relationships, and evolving consumer expectations, while maintaining long-term partnerships across retail, wholesale, and modern trade channels.

This course is designed to strengthen the practical sales and negotiation capabilities required in food and FMCG markets. It focuses on structured selling approaches, value-based negotiation, and disciplined customer relationship management aligned with real commercial realities. Participants will gain a clear understanding of how buying behaviors, trade dynamics, and category competition shape sales decisions. In addition, the course emphasizes ethical selling, trust-based negotiations, and customer retention strategies that support sustainable revenue growth.

Delivered by Gentex Training Center, this program combines proven sales frameworks with applied FMCG case scenarios, enabling participants to improve performance while strengthening professional credibility with customers and partners.

Mastering Sales, Negotiation, and Customer Relations in Food & FMCG Course Objectives

- Apply structured sales processes tailored to food and FMCG distribution channels
- Analyze customer needs, buying motives, and decision drivers across retail formats
- Strengthen negotiation skills to manage pricing, margins, promotions, and contracts
- Build long-term customer relationships based on trust, value, and performance
- Handle objections and conflicts professionally while protecting commercial interests
- Improve communication and persuasion skills in competitive selling environments
- Align sales activities with brand positioning, category strategy, and market dynamics

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- Enhance customer retention through effective account management practices

Course Methodology

The course uses interactive lectures, practical discussions, real-world FMCG examples, guided exercises, and scenario-based role plays to ensure strong knowledge transfer and practical application.

Who Should Take This Course

This course is suitable for:

- Sales and key account managers in food and FMCG companies
- Trade marketing and commercial professionals
- Business development and customer relations teams
- Distributors, channel partners, and sales supervisors
- Professionals involved in pricing, negotiations, and customer management

Mastering Sales, Negotiation, and Customer Relations in Food & FMCG Course Outline

Day 1: Sales Excellence in Food & FMCG Markets

- Overview of food and FMCG sales ecosystems
- Understanding consumer behavior and retail buying patterns
- Sales channels: traditional trade, modern trade, and distributors
- Structured sales planning and territory management
- Value-based selling versus price-driven selling
- Communicating product value, differentiation, and brand strength

- Managing sales targets, forecasts, and performance indicators

Day 2: Professional Negotiation Skills for FMCG Professionals

- Fundamentals of negotiation in commercial environments
- Preparing for negotiations with retailers and distributors
- Pricing strategies, discounts, promotions, and trade terms
- Win-win negotiation techniques and ethical practices
- Handling objections, resistance, and competitive pressure
- Managing difficult negotiations and conflict situations
- Closing agreements while protecting margins and relationships

Day 3: Customer Relationship Management and Sustainable Growth

- Principles of effective customer relationship management in FMCG
- Key account management and long-term partnership building
- Trust, communication, and service excellence
- Managing customer expectations and service recovery
- Retention strategies and customer loyalty development
- Measuring customer satisfaction and relationship performance
- Integrating sales, negotiation, and CRM for sustainable growth

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Conclusion

By successfully completing this course, participants will strengthen their knowledge of sales strategy, negotiation practices, and customer relationship management within the food and FMCG sector. They will be better equipped to manage complex customer interactions, negotiate confidently, and build sustainable commercial relationships that support long-term business growth. This program reflects the professional standards and applied learning approach of Gentex Training Center, ensuring practical value that can be directly transferred to the workplace.

FAQs

Q1 What is the "Mastering Sales, Negotiation, and Customer Relations in Food & FMCG" course about?

The course focuses on strengthening sales, negotiation, and customer relationship capabilities within the food and FMCG sector. It covers structured selling, customer needs analysis, value-based negotiation, pricing and trade terms, key account management, objection handling, customer retention, and sustainable commercial relationship building.

Q2 What are the key benefits of the "Mastering Sales, Negotiation, and Customer Relations in Food & FMCG" course?

The course helps participants improve sales performance, negotiate pricing and commercial terms more effectively, manage customer relationships, handle objections and conflicts, and strengthen customer retention. It also supports better alignment between sales activities, brand positioning, category strategy, market dynamics, and long-term commercial growth.

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Q3 What skills will I gain from the "Mastering Sales, Negotiation, and Customer Relations in Food & FMCG" course?

Participants will develop Structured Sales Planning, Commercial Negotiation, Customer Relationship Management, and Value-Based Selling skills. These capabilities support effective territory management, customer needs analysis, pricing discussions, professional objection handling, key account management, relationship building, and sustainable sales performance in food and FMCG markets.

Q4 What tools, methods, or standards are covered in the "Mastering Sales, Negotiation, and Customer Relations in Food & FMCG" course?

The course covers structured sales processes, value-based selling, sales planning, territory management, win-win negotiation techniques, pricing and promotion management, key account management, customer retention strategies, and performance indicators. It also uses practical discussions, FMCG case scenarios, guided exercises, and scenario-based role plays.

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Q5 How is the "Mastering Sales, Negotiation, and Customer Relations in Food & FMCG" course applied in real-world practice?

Participants apply the course through FMCG examples and scenario-based role plays involving retailers, distributors, and customers. They practice sales planning, communicating product value, negotiating prices and trade terms, handling objections, managing conflicts, closing agreements, and strengthening customer relationships while protecting commercial interests.