



www.namfoundation.com

What is the NAM foundation?

It is the most comprehensive National Account Management Programme available. The programme is designed for National Account Managers, Sales Directors, Managing Directors who deal with the Multiples, Groups, Forecourts, Other Chain/Independents Wholesalers and Cash & Carry Groups. It is also for International Grocery Groups.

Course Content

Day 1. Incorporates a review of the trade's expectations of suppliers. Understanding the key skills required to operate as a National Account Manager at the highest level. Best practises around account plans, budgetary management, working in balance with the marketing team and other functions, ending the day with a session on advanced selling skills.

Day 2. We review trade and supplier strategies around key issues, trading terms, space, price increases, new listings, promotion mechanics, product availability and culminate with a presentation from a senior trade representative.

Day 3. We focus on making the skills come alive, utilising video role-playing around key areas of negotiation. The final session focusses on managing stress.

Over 140 people from the following companies have attended the NAM Foundation Programme in its first year;

Masterfoods, Dairygold, Kerry, Glanbia, Tesco, Bulmers, C&C, Findlaters, Richmond Marketing, Stafford Lynch, Shamrock Foods, Irish Pride, CPM, Eurosales, Heineken, Twinning's, Pernod Ricard, Brennans, TDL, RHM, Dalegate, Kepak, Grants, Campbells, United Biscuits, Robt Roberts, Allegro, Sweeneys, Kellogg's, A.C.Nielsen, Lily O'Briens, Horgans.

What do people say about the programme?

"Unlike so many other courses taking place these days that are all theory with no practical application, the NAM Foundation Programme combines both these elements. A must attend programme for all Sales Directors and National Account Managers employed in today's Irish Grocery Industry".

Denis Lynch, Sales Director, Shamrock Foods Ltd, IAWS Plc

"One of the best courses I have ever attended. Anyone considering a Senior Sales role should do this course first. If already in a NAM/Retailer role then this is ideal for sharpening your skills. Money well spent".

Tom Harper
Managing Director
A.C.Nielsen

When are the next programmes on and how much do they cost?

September 27th to 29th Malahide Grand Hotel, November 2nd to 4th Radisson Hotel Stillorgan, November 16th to 18th Malahide Grand Hotel and December 6th to 8th Radisson Hotel, Stillorgan. Cost €1,850 for the three days including individual on line performance profiles.

How do I arrange to go on this programme?

Contact either Robert@namfoundation.com 087-6774000 or Noel@namfoundation.com 086-2567993