

Direct Store Delivery

- Topics are highlighted in pink.
- Courses in series (highlighted in black) are shown in order they should be viewed.
- Courses include Closed Captions (CC) in the following languages: English, Chinese (Simplified), French, French (Canadian), German, Portuguese, Spanish, Thai.



Category Management

Introduction to Category Management
Definitions and Roles
Assessment and Scorecard
Strategies and Tactics
Implementation and Review

Difficult Customers

Challenging Personalities
Handling Angry Customers

Distilled Spirits

Introduction to Distilled Spirits
How Distilled Spirits Are Made
Distilled Spirits Consumers
Distilled Spirits Merchandising

Making Direct Store Deliveries

The DSD Business Model
Handling Products
Making Deliveries
The Ins and Outs of Making Direct Store Deliveries

Merchandising

Introduction to Merchandising
Being Prepared and Working Safely
Planograms and Shelf Sets
Inventory Replenishment
Off-Shelf Displays
Inventory Management
Communication Best Practices
The Seven Steps to Service

Negotiating Skills

Introduction to Negotiation
Types and Styles of Negotiators
The Rules of Negotiation
Offering and Accepting Concessions
BATNA and ZOPA
Negotiation Power
Negotiation Tactics

Negotiation Coaching

Retail Selling

Knowing Your Customer
Purposeful Partnerships
Preparing for a Sales Call
Initiating the Call
Presenting Sales Suggestions
Handling Objections
Asking for Action
The 5-Step Sales Call

Retail Profitability Model

Introduction to the RPM
Impacting Profitability
Reach
Frequency
Items Per Shopper
Price Per Item

Retail Shelf Space Management

Space Management Principles
Space Management Methodology
Influencing Space Management Decisions

Trade Math

Trade Math Basics
Advanced Trade Math

Winning with Walmart

The Walmart Story
Walmart Pricing and Philosophy
Playing by the Rules
Walmart Store Hierarchy
Engaging with Walmart
Flawless Execution

Shopper Behavior

Introduction
The Path to Purchase
Shopper Insights



Shopper Marketing

- Intro to Shopper Marketing
- The Shopper's Journey
- Shopper Insights
- The Shopper Marketing Process
- What Shopper Marketing Looks Like

The ABCs of CBD

- Intro to CBD
- The CBD Market
- CBD Retailing

Tel-Sell

- Non-Face-to-Face Customers
- Engagement Techniques
- Active Listening
- Speaking Clearly
- Influencing Customers
- Tel-Sell Excellence

Warehouse Fundamentals

- Introduction to Warehouse Fundamentals
- General Warehouse Hazards
- OSHA Warehouse Standards
- Material Handling
- Warehouse Efficiency and Productivity