

Product to Partnership Programme

HI I'M ZARA AND I'VE DEVELOPED THIS 4 WEEK INTENSIVE COACHING AND MENTORING PROGRAMME

In our sessions we'll hold you accountable to cover topics relevant to you and your business in 1:1 mentoring sessions but training you in the following segments so you're ready to approach your commercial relationships with confidence and strategic thinking.



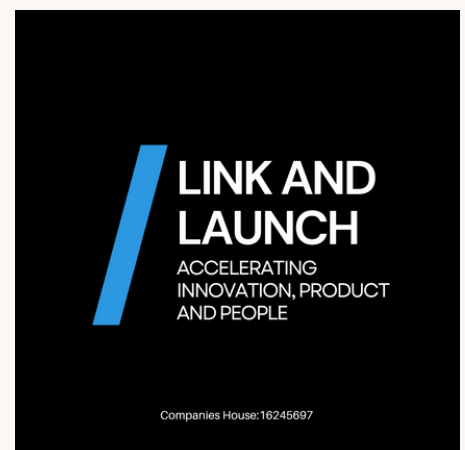
LINK AND LAUNCH PRODUCT COHORT					
		Week 1	Week 2	Week 3	Week 4
		STRATEGY		PLANNING	
Participation	Goal	Ensure cohort are clear on USP and 4P Business Strategy	Ensure cohort are clear on their negotiation style and tactics	Ensure cohort are clear on retailer relationship expectations and KPIs. Clear on ways to build a strategic relationship	Ensure cohort are clear on their buyer pitch and presentation deck
	Strategy	1:1 Weekly Mentor Sessions	1:1 Weekly mentor Sessions	1:1 Weekly Mentor sessions	1:1 Weekly Mentor Sessions
	Tactics	Webinar Workshop and Intro's	Webinar Workshop	Webinar Workshop	Webinar Workshop
	Relevant Activity	4 P Business Strategy, and USP	Negotiation Strategies and Training	CRM including JBP Management	Pitching and presentation to buyers
Evaluate client impact	Goal	Clear direction for retailer engagement	Clear direction for retailer engagement	Maintaining and managing strategic partnerships	Maintaining and managing strategic partnerships
	Deliverable	Business Strategy inc 4Ps Template complete	Negotiation strategies and tactics for their next negotiation	Example JBP proposal and 1 year Trading Plan	Buyers Presentation Deck complete

Send your booking requirements for your zoom call to support@linkandlaunch.com

Visit us on LinkedIn!

KEEP IN TOUCH FOR MONTHLY WEBINARS

We celebrate Innovation. product and people at Link and Launch and we love to have others from the product industry support us to deliver webinars and workshops to help start ups bring brand new product to market.



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