

LINK &
LAUNCH

ACCELERATING INNOVATION,
PRODUCT AND PEOPLE

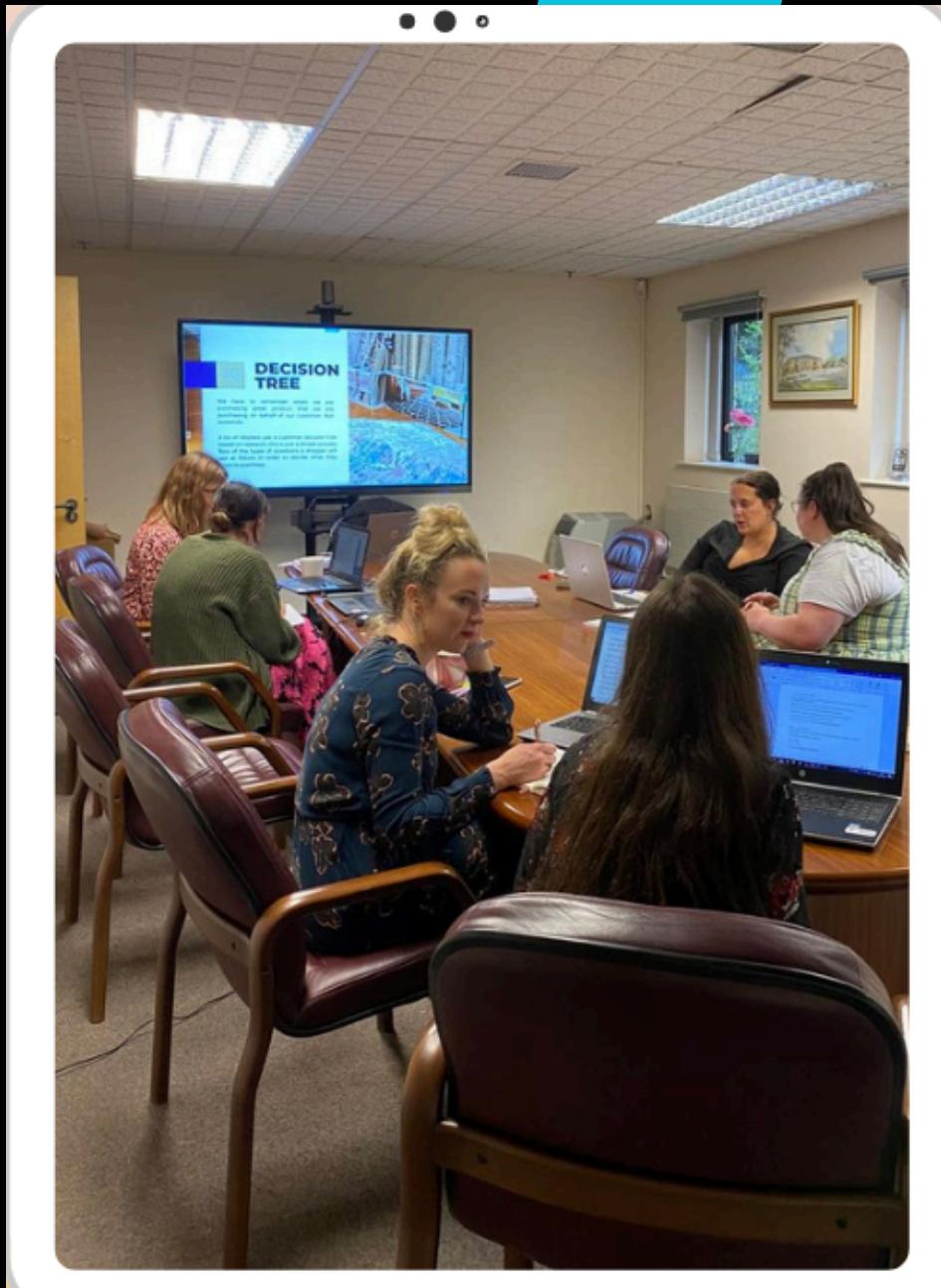
Companies house number: 16245697



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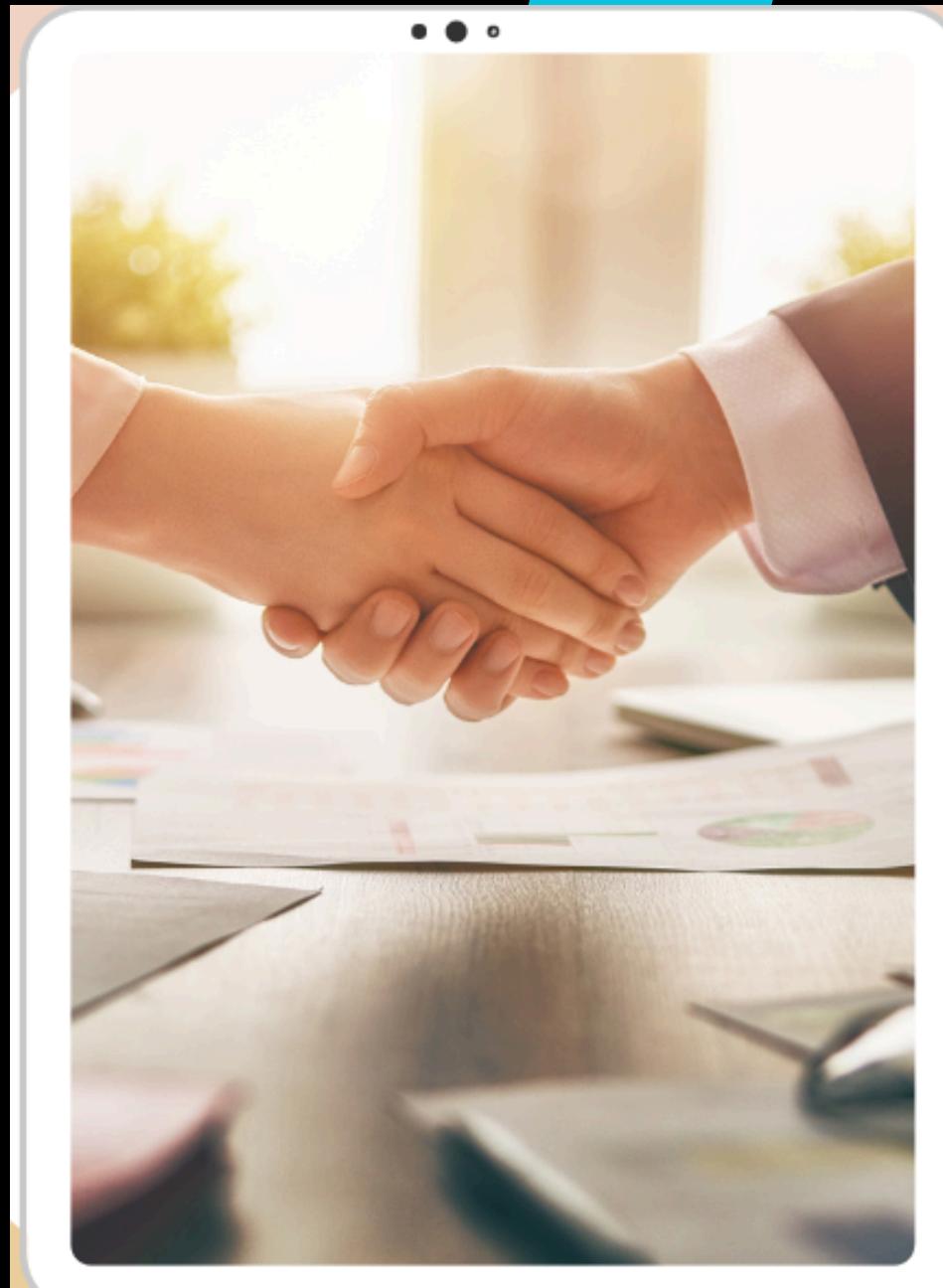
www.linkandlaunch.com



CATEGORY MANAGEMENT TRAINING

Created 5 Commercial Training Workshops including:

- Category Management and sales analysis
- Category Strategy
- Project and Critical Path management
- Strategic Negotiation Planning
- Relationship Management and Joint Business planning



BUSINESS DEVELOPMENT CONSULTANCY

- Market Audit - Category Competitor shop and GAP analysis of 1 UK retailer including range and merchandising summary, gap analysis with images and strategic summary to help you scope strategic placement strategy decisions. Includes top 20 line product range spec, packaging and price detail and up to 5 additional key metric specifics to understand and benchmark your product versus the rest of the market. £1.5k (£500 per additional retailer added to scope)
- Produce Buyer Presentation following Placement and Brand Strategy alignment calls (max 2 calls) £1.5k
- Presentation delivery to Buyer (Per retailer) £500
- SKU Listing on PO delivery - 2% of initial order value for 12 months.

PRODUCT TO PARTNERSHIP WORKSHOP AND MENTORING

		LINK AND LAUNCH PRODUCT COHORT			
		Week 1	Week 2	Week 3	Week 4
Participation	STRATEGY	PLANNING			
	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 presenting to buyers
Evaluate client impact		Goal	Clear direction for retailer engagement	Clear direction for retailer engagement	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
		Goal			Maintaining and managing strategic partnerships
		Deliverable			Buyers Presentation Deck complete

- This 4 week strategy and planning programme is to help you ensure you have the correct marketing and brand strategy as you head into managing your buyers relationship and plan for long term brand/retailer partnership and success.
- The modules are broken down into the following:
 - 4P Business Strategy and USP
 - Negotiation Strategies and Training
 - CRM including JBP Management
 - Pitching and presenting to buyers
 - Time commitment 8 hours

£2k per business

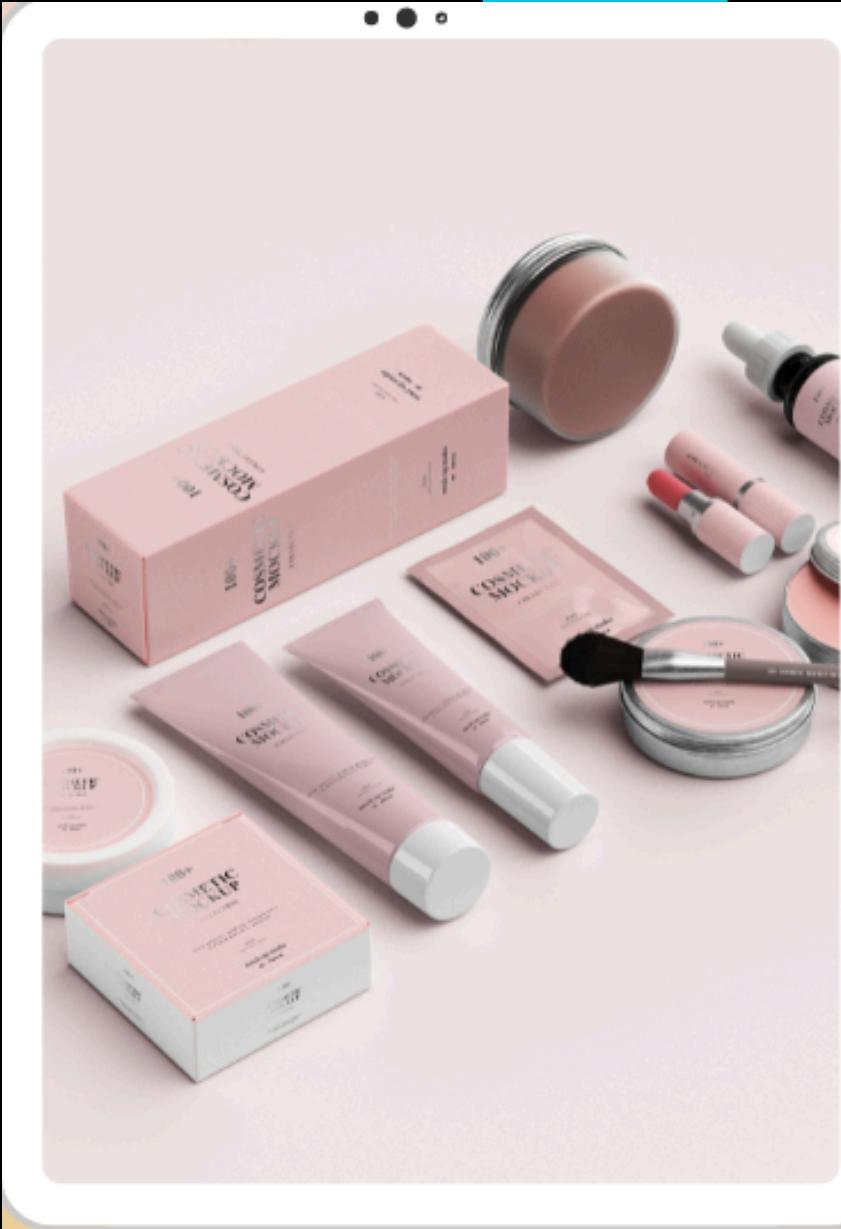
OWN BRAND PRODUCT SOURCING FOR PRIVATE CLIENTS

I also offer private own brand product sourcing projects for private clients.

I can support from the product strategy and conception phases right through to project, critical path management, range launch and evaluation.

If you're looking to create your own private label product range and looking for professional support to design, source, curate and launch your range then I offer a full service to support your brand, strategy and execution plan to your unique specifications

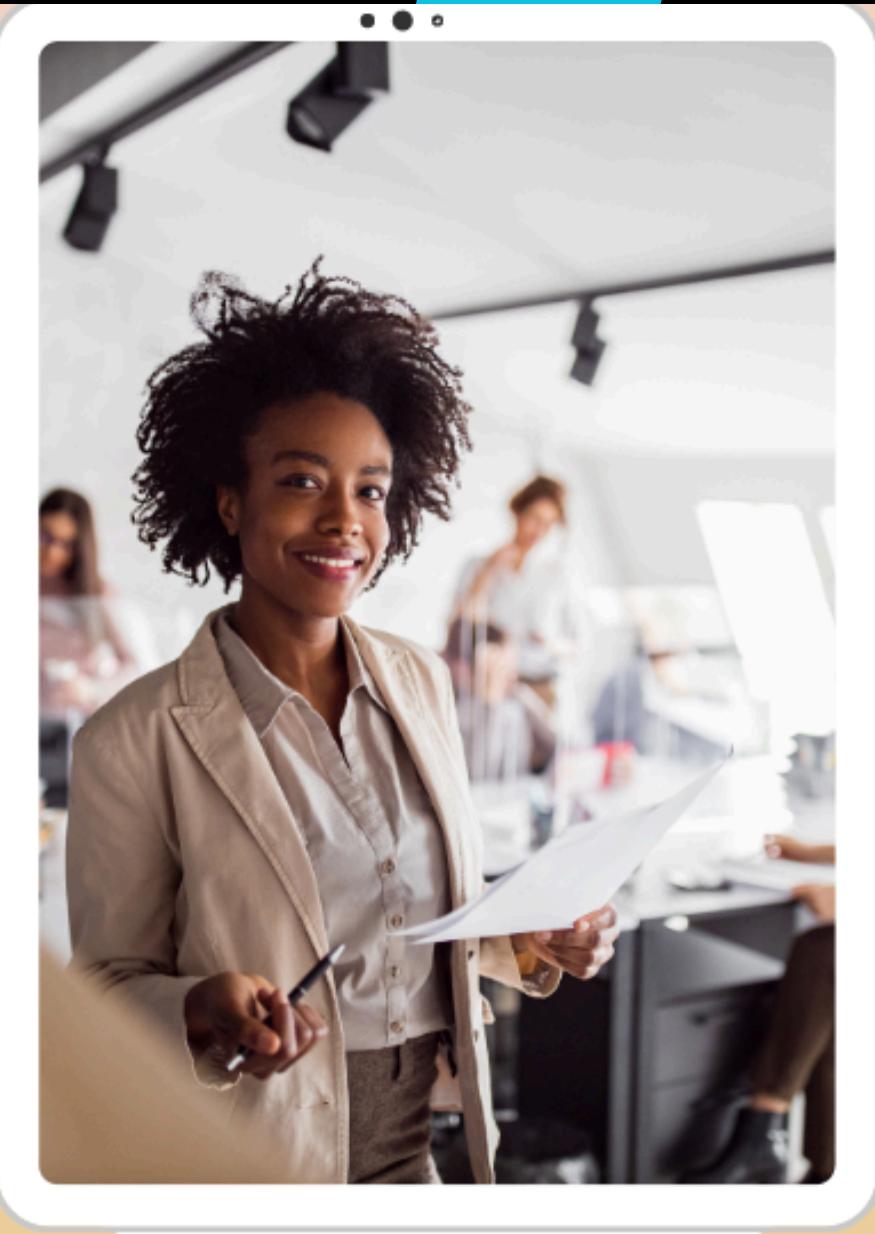
Retainer agreement only £35 p/h



NEGOTIATION MASTERCLASS

Digital Negotiation Masterclass to help anyone understand the principles of successful Negotiation mindset and behaviours:

- Mindset and Behaviours
- Recognising Body Language
- Money Mindset
- Confidence, assertiveness and boundaries
- Ways to create levers
- How to stay grounded
- Positioning
- Negotiation strategies and tactics
- Red Flags
- Mitigating cost increases



CLIENT PROFILES WE WORK WITH

01

Startup companies

Teaching commercial acumen, strategy and business skills to business owners

02

Product Suppliers

Offering detailed and bespoke mentoring and coaching to independents looking to grow their business to next level, we build tangible plans and strategies to take you from where you are now to where you want to be.

03

Corporates

Training for Team members and leadership in corporate wellbeing, category management skills and leadership. Including Leadership retreats.

LET'S CONNECT!

GET IN TOUCH WITH ME
FOR INQUIRIES

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