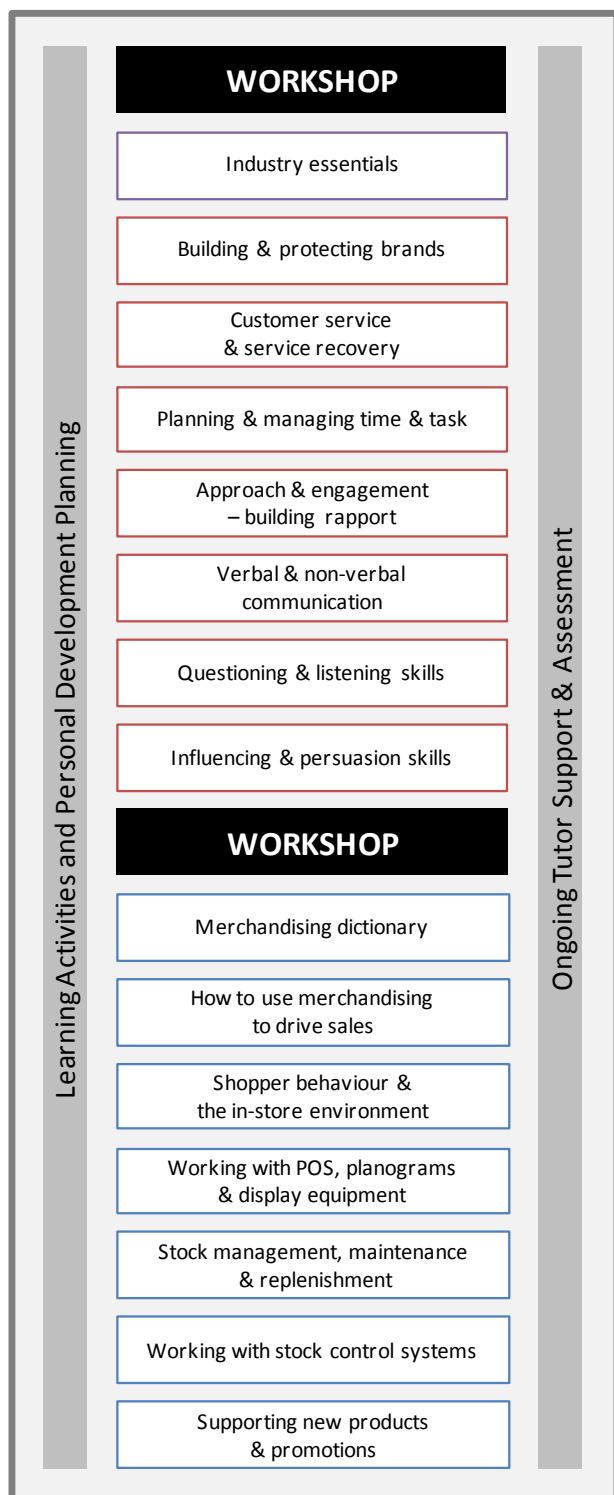# Level 4 Certificate in Continuing Professional Development:
Effective In-Store Merchandising

About the programme

This programme is part of the FieldStar continued professional development series. It has been developed in partnership between FieldStar and University of Derby, and is the first university accredited learning and development programme created specifically for merchandisers working within the field marketing sector. It will help you on your journey to become an exceptional merchandiser, improving the return on investment you deliver for your employer. On successful completion of the programme you'll also gain an internationally recognised university-level qualification.

Learning Activities and Personal Development Planning

WORKSHOP

- Industry essentials
- Building & protecting brands
- Customer service & service recovery
- Planning & managing time & task
- Approach & engagement – building rapport
- Verbal & non-verbal communication
- Questioning & listening skills
- Influencing & persuasion skills

WORKSHOP

- Merchandising dictionary
- How to use merchandising to drive sales
- Shopper behaviour & the in-store environment
- Working with POS, planograms & display equipment
- Stock management, maintenance & replenishment
- Working with stock control systems
- Supporting new products & promotions

Ongoing Tutor Support & Assessment

How do I study? Online, at work and at two group workshops. Studying is flexible to fit around work and home commitments.

How long does it take? Approx 20 weeks (most students average 2-3hrs of online study per week)

Entry requirements: If you are over 18, working in a field sales or face-to-face marketing role, and have positive support from your employer, we will welcome your application. There are no prior learning requirements, but a good command of written and spoken English is expected.

Start date: In-company programmes are available at any time for organisations with 15+ students

Cost: £1,200 +VAT per student

How you'll learn

Work based learning has you and your activities at work at its core. It's a flexible and cost effective way to study that fits around your work and home life commitments.

As you progress through each unit you'll be encouraged to apply what you've learned to your work, using the opportunities that occur naturally within your workplace to link, test, refine and fully understand the knowledge and skills you have gained.

You'll use the online portal to reflect on what you find. We'll help you develop a 'what, so what, now what' style of reflection that can help you to become a forward thinking, pro-active learner in everything you do.

During the programme you'll also produce a personal development plan that will help you to align your learning with your company's objectives, and carry it forward, ensuring that the knowledge and skills you've developed continue to benefit you and your employer long after the programme has ended.

You'll be supported throughout by your personal tutor. Learning activities include group workshops, online learning (videos, text, interactive diagrams, etc) as well as structured activities designed to help you develop knowledge and skills that you can immediately put to practical use.

Module 1: Face to Face Communication
(Level 4, 20 credits)

Industry essentials
- Sales vs. Marketing
- Delivering a return on investment
  - Underlying objectives
  - The 7 Ps of marketing
  - Customer targeting and segmentation
- Keeping within the law
  - Health & safety
  - Data protection
  - Additional laws & legislation

Building & protecting brands
- Exploring brand theory
- Brand value concepts
- The balance: client, agency, retailer and you
- Protecting the brand

Customer service & service recovery
- Life time value concepts
- The wants and needs of the customer
- Front and back wheel customer service
- Defusing difficult situations
- Balancing customer service, legislation and profit
- Resolution and rescue

Planning & Managing Time & Task
- Analysing your time
- Route and client planning
- Territory management
- What are your rocks
- The urgent/important matrix
- Pareto analysis
- Dealing with time thieves

Approach & engagement - establishing instant rapport
- Understanding Brand You
- Effective matching
- Right – from the start
- Understanding the WIIFM factor

Verbal & non-verbal communication
- Understanding the circle of communication
- The power of words
- Exploring tone
- Body language secrets revealed

Questioning & listening skills
- Exploring question types
- Power questions
- Effective listening
- Listening in the silence
- Questioning, interviewing and recording

Influencing & persuasion skills
- Exploring influence and persuasion
- Learning from children
- Cialdini's 6 Weapons of Influence
- Understanding and using the different types of power

Module 2: In-Store Merchandising
(Level 4, 20 credits)

Merchandising dictionary
- Detailed definitions for 200+ merchandising terms, phrases & acronyms

How to use merchandising to drive sales
- Understanding brand & retailer objectives
- Understanding your objectives as a merchandiser
- Understanding customer value
- Basic principles of third-party merchandising
  - Checking (Auditing)
  - Fixing
  - Influencing
  - Why are these actions important?
- An important note about influencing

Shopper behaviour & the in-store environment
- Understanding shopper missions
- Understanding shopper behaviour
- Retail strategies to meet shopper needs & wants
  - Store locations & formats
  - Store locations & formats: Tesco case study
  - Store layouts: shopper flow
  - Store layouts: main store features
  - Product ranges
- Retailer tactics to meet shopper needs & wants

Working with POS, planograms & display equipment
- Working with retailers' rules
- Working with in-store display equipment (permanent, semi-permanent & temporary displays)
- Reading and working with planograms and promotional display guides
- Working with in-store pos material
- How to read and work with shelf-edge labels

Stock management, maintenance & replenishment
- Advantages and disadvantages of third-party merchandising & replenishment
- Accessing & moving stock. (Using in-store equipment, and considering health & safety of self and others)
- Working with perishable & high value items. (Health, safety and security considerations)
- Effective stock replenishment. (Frequency, facings & shelf capacity, stock rotation and placement)
- Working with shelf-ready packaging and pre-filled display units
- Dealing with damaged, short dated and out of date stock

Working with stock control systems
- Understanding the supply chain & stock-control objectives
- Understanding the principles behind stock control strategies and systems
- Stock control systems and in-store procedures. (Working with, not against the system)
- Factors affecting stock control and on-shelf availability success
- Diagnosing & correcting stock control errors
- A review of key terminology

Supporting new products & promotions
- In-store promotion types and locations, and their challenges
- Supporting promotional management. (Pre-promotion, implementation, maintenance & post-promotion)
- The new product introduction / distribution process (inside & outside of a category range review / relay)
- Supporting new product introductions. (Pre-introduction, early phases and ongoing maintenance)

Get in Touch
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