



# TRADE and RETAIL MATHS for PROFITABILITY

*Measurable and improved results through skills transfer,  
practical application and ongoing development.*

## PROGRAM OUTLINE

### Intention

- Equip participants with the financial knowledge as it relates to **FMCG, FoodServices** and **OTC** so they are more able to recognise the impact of their actions
- Give participants the confidence to present and negotiate deals in a commercially astute manner for improved profitable sales.
- Program ideally suited for marketing and salespeople involved in the retail and pharmacy distribution chain.

**Program duration:** 1 Day. 8.45 am to 4.45 pm or one-hour sessions **Online:** Agreed times

### Program Content Outline

- Trade Maths quiz
- The Five Ways to increase revenue
- Participant considerations
- Profit & Loss/Income Statement, ratios and percentages
- Participant calculations
- The effect of price on profit
- Participant calculations
- Percentages and percentage points
- Participant calculations
- Mark-up, Margin what's the difference?
- Participant calculations
- GST and its impact
- Participant calculations
- Why the retailer merchandises product
- Determining the purchase price when only know the sell price
- Participant calculations
- Determining the selling price when only know the buy price
- Participant calculations
- Margins and stock turns
- Participant calculations
- Gross margins and deals
- Participant calculations
- Discounts, margins and volumes
- Participant calculations
- Gross margins, deals and incremental sales
- Participant calculations
- Merchandise Management: Key to Profitability

### Commitment

- What have I learnt? What will I apply? When will I review?
- Course evaluation
- Certificate of completion

## METHOD OF TRAINING

There is no assumed knowledge of maths, calculations or skill in using a calculator, for all this is taught during the program. At the end of the program, participants will feel comfortable and confident when presenting figures for improved profitable sales.

It is important that principles of adult learning are adhered to and that desired performance is achieved through attitude, knowledge and skills transfer. As adults are problem centred, learn at different rates and wish to see and apply the relevance of training, it is important that multi-sense learning take place through audio, visual and kinetics (hearing, seeing and doing). This is a highly interactive program and the method of training will achieve a balance of approximately 20% presentation and 80% participants' involvement through:

- Workshop
- Presentation
- Group Participation
- Discussion
- Skills practise
- Work Sheets

### Why Follow up?

Without recall, learners will forget 25% in 6 hours. 33.4% in 24 hours and 90% in 6 weeks. (Ebbinghaus "Forgetting Curve").

## COURSE DEVELOPER AND FACILITATOR

This program has been designed and conducted by Gerald Richards who has over twenty years' experience in the design and conduct of training programs in his role as consultant to industry. Gerald's experience has been extensive. He has been a Company Secretary and Accountant for a number of international companies. Changing vocations he entered the sales profession and has been a Marketing Manager and a Regional Manager at Kodak as well as an International Trainer. He has also been the National Sales and Marketing Manager with Ericsson Communications. Gerald is a Certified Practising Marketer awarded by the Australian Marketing Institute. He has also been a sessional lecturer at the Mt Eliza Business School.

Gerald has developed and presented many programs, including Successful Assertive Selling, Selling FMCG, Marketing and Selling in Retail, Marketing and Selling to Retail, Business Planning, Motivation and Team Building, Finance for Non-Finance Managers, Understanding Retail Finance, Performance Driven Sales Management, Negotiation, and Account Development and Management.

## SOME SATISFIED CLIENTS

3M, Abbott Australasia, Accent Group, adidas, Alberto Culver, Alcon Laboratories, Allergan, Ansell, Assa Abloy, Australian Bakels, Binney & Smith, Bausch & Lomb, Bayer, Blackmores, Carter Holt Harvey, Consolidated Foods, Clorox, Dairy Australia, Douwe Egberts, Ego Pharmaceuticals, Erskine Dental, Galderma, Green's General Foods, ICN Pharmaceuticals, J.A. Davey, Jack Link's, McCain Foods, McCormick Foods, Mitch Dowd, MasterFoods, Network Foods, Nice Pak Products, Novo Foods, Oriental Merchants, Patties Foods, Parmalat Limited, Pfizer, Procter & Gamble, Propharma Aust, Regal Cream, Riviana Foods, Sabrands Group, Style International, Tyco Healthcare, The Wrigley Company, WD40, Wyeth Pharmaceuticals.

## INVESTMENT COST (Ex GST)

### PUBLIC TRAINING PROGRAM – Face-to-face

Per participant, \$ 697.00  
For 3 or more participants, per participant \$ 627.30  
Includes course manual, laminated reminder card and 12 weeks' online follow-up

### PUBLIC TRAINING PROGRAM - Online

Per participant, \$ 397.00  
For 3 or more participants, per participant \$ 357.30  
Includes course manual, laminated reminder card and 12 weeks' online follow-up

50% of the agreed fee upon appointment and  
50% within 14 days after the program delivery.

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