



TRADE MARKETING BOOTCAMP

Learn how to maximize shelf presence, influence purchase decisions, and achieve competitive differentiation in the marketplace.

Trade marketing is the art of driving sales and brand visibility through powerful partnerships with retailers and distributors.

This boot camp will equip you with the strategies and tools to effectively promote your products at the point of sale, optimize in-store execution, and align your trade efforts with overarching business goals.

COURSE HIGHLIGHTS

- 1. Optimizing In-Store Execution for Maximum Impact**
- 2. Building Strong Retailer Relationships for Greater Market Penetration**
- 3. Strategic Trade Promotions for Driving Sales and Loyalty**

DATES

May 26, 27, 28, 29 & 30, 2025

Sessions: 5 Sessions, 3 hours/Session

Time: 5:30 PM to 9:00 PM

Format: Online via Zoom

For Inquiries drop a message to kalaranga@certifyprotac.com or visit www.certifypro.online for program details.