

THE DISTRIBUTION AND THE VIRTUOUS SALE

EDUCATIONAL BROCHURE -21/02/2023 version -

THE OBJECTIFS

- / Mastering committed marketing-mix: price, product, communication, distribution.
- / Knowledge of the up-cycling, pre-order, vintage, second hand, resourcing, and rental industry.
- / Calculate prices for products in a collection for B to B, B to C, C to C.
- / Pitch the ecological purpose of a line.

THE PROGRAM

You include in an eco-responsible way the entire marketing-mix of the collection that is for sale. You know the fast-growing sector of up-cycling distribution, and know how to identify its segments and its differentiating levers. You know how to calculate the cost to explain with transparency your selling price to your business and consumer customers. You embody the manifesto of a fashion collection in a digital or physical store, thanks to a mastered pitch.

AUDIENCE

- / The marketing and merchandising managers of Houses, fashion brands, boutiques.
- / Directors and managers of physical stores, corners, pop-up stores.
- / The marketers of brand development on digital B to B platforms.
- / Fashion brand sales agents.
- /OR Any public interested in selling and/or reselling digital and/or physical.

THE PREREQUISITES

- / Professional experience of at least 2 years.
- /OR Good field or digital knowledge of sales.

PEDAGOGICAL METHODS

- / The masterclass is in person or in distance.
- / Theoretical, technical and cultural teaching is delivered with a course support.
- / Successful pitch case studies are presented as imclusions to follow.
- / Development of the sales pitch by a collective workshop.

METHODS OF EVALUATION

- / The eloquence of the sales pitch and the “hooks” set up.
- / Talent in improvisation.
- / Global and technical knowledge of eco-responsible elements in the collections of your company or current project.

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THE DURATION

- / 1 Day (7 h).

THE MODALITY OF ACCESS

- / A group of 6 to 20 people.

THE PRICE

- / 820,00€ HT/ pp.

CONTACT

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