

Trade Spend Management Workshops

Instill Services

Foodservice Manufacturers

High Impact Trade Spend Management

For almost 15 years, Instill has been helping leading foodservice companies gain supply chain efficiencies and increase gross margins.

In this series of comprehensive workshops, Instill can help your company prepare for a leap forward in its approach to trade spend management strategy and chart out a path to higher impact trade spend programs.

Customized to Meet Your Needs

In advance of a workshop session, a self-diagnostic tool is provided in order to better assess your organization's specific trade spend management objectives and challenges. The workshop is then tailored to address your unique requirements and may, in addition to some of the core workshop themes, explore in greater detail topics such as: trade program design, contract structuring, technology implications, collaborative trade spend management, Sarbanes Oxley implications, advanced trade spend analysis and more.

Workshop Format

These interactive workshops are delivered over a half-day or full-day either at the client site or at Instill's headquarters in Redwood City, CA.

Who Should Participate?

The trade spend process touches many individuals and groups across the foodservice manufacturer organization including members of the Field Sales, Sales Operations, Marketing, Finance, Accounting, and IT groups, both at the individual contributor and management level. Therefore, any foodservice manufacturer executive or staff member responsible for or participating in the design, negotiation, authorization, management, settlement, or analysis of trade program would both gain value from these workshops and be positioned to contribute worthwhile input to the interactive discussions and breakout sessions.



What you will learn:

Instill will facilitate one or more focused interactive sessions, tailored to your organization's specific needs, covering topics such as:

- Framing industry best practice
- Benchmarking your trade spend effort against best practices
- Readiness assessment—process, systems, and staffing
- Key success factors and traditional pitfalls
- Prioritizing a roadmap to getting started
- The final frontier—getting to true business intelligence

For More Information

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About Instill

Information to Understand Your Business

For more than a decade, Instill has been helping customers build enterprise value by applying innovative technology and industry expertise to address the unique challenges facing foodservice companies. Industry leading companies such as General Mills, Procter & Gamble, International Multifoods, Sodexho, and SUBWAY®/IPC leverage Instill's solutions—a unique combination of supply chain information services and analytic applications—to reduce costs, control risks, and grow revenues. Instill is headquartered in Redwood City, California, and can be reached at 1-888-Instill or at www.instill.com.