

**LINK &
LAUNCH**

**ACCELERATING INNOVATION,
PRODUCT AND PEOPLE**

Companies house number: 16245697



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www.linkandlaunch.com



CATEGORY MANAGEMENT TRAINING

Created 5 Commercial Training Workshops including:

- Category Management and sales analysis
- Category Strategy
- Project and Critical Path management
- Strategic Negotiation Planning
- Relationship Management and Joint Business planning

BUSINESS MENTORING

SPECIFICALLY FOR PRODUCT LED BUSINESS OWNERS

- 1 hour monthly mentor session online
- Weekly Friday Q&A over whatsapp
- Access to 6 product business workshops including:
 - Negotiator Skills
 - Writing your product business strategy
 - Project Management for product launch
 - Building great business relationships
 - How to network effectively
 - Business and Product Strategy planning





BUSINESS DEVELOPMENT CONSULTANCY

Looking to develop an effective relationship strategy with your retailer and drive more growth for your category?

Wanting to maximise to return from your retailer relationship and looking for ways to drive the relationship positively forward?

Want to move from a transactional relationship to a strategic partnership then I can offer workshops on:

- Produce Buyer Presentation following Business Strategy alignment calls (max 3 calls) £1.5k
- Presentation delivery to Buyer (Per retailer) £500
- Finders Fee £800 per successful contact
- JBP and Strategic Business planning workshop £2k
- Listing PO - 2% of initial order value.

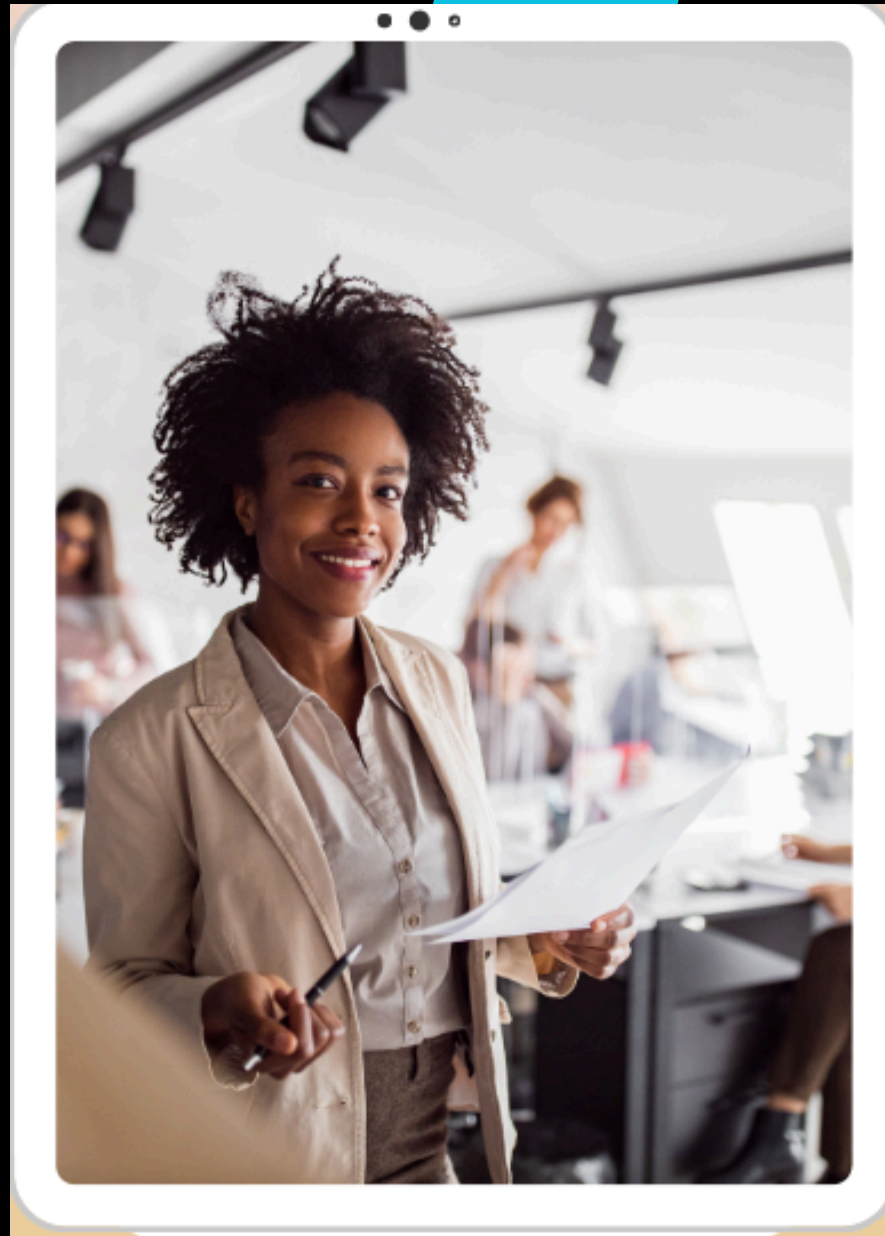


OWN BRAND PRODUCT SOURCING FOR PRIVATE CLIENTS

I also offer private own brand product sourcing projects for private clients.

I can support from the product strategy and conception phases right through to project, critical path management, range launch and evaluation.

If you're looking to create your own private label product range and looking for professional support to design, source, curate and launch your range then I offer a full service to support your brand, strategy and execution plan to your unique specifications



NEGOTIATION MASTERCLASS

Negotiation Masterclass tends to be held as a group workshop covering the following topics to help anyone understand the principles of a successful Negotiation:

- Mindset and Behaviours
- Recognising Body Language
- Money Mindset
- Confidence, assertiveness and boundaries
- Ways to create levers
- How to stay grounded
- Positioning
- Negotiation strategies and tactics
- Red Flags
- Mitigating cost increases

CLIENT PROFILES WE WORK WITH

01

Startup companies

Teaching commercial acumen, strategy and business skills to business owners

02

Product Suppliers

Offering detailed and bespoke mentoring and coaching to independants looking to grow their business to next level, we build tangible plans and strategies to take you from where you are now to where you want to be.

03

Corporates

Training for Team members and leadership in corporate wellbeing, category management skills and leadership. Including Leadership retreats.



LET'S CONNECT!

GET IN TOUCH WITH ME
FOR INQUIRIES

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