



**TAYLORED DEVELOPMENT**  
IGNITING PASSION

## **YOUR COMPETITIVE EDGE**

MARK TAYLOR CEO AND AUTHOR

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# INTRODUCTION

Our expertise is in global commercial strategy and skill development that inspires success every time.

**Our objective is to provide customers with a unfair competitive advantage in their market place. It`s that simple.**

**Real World, Real Results, Real Fast.**



We achieve this is by creating a commercial platform that engages customers at the deepest level, aligning strategies and delivering results for all. If it doesn`t work out there in the real world, it doesn`t belong on our course.

**Our Services & Courses Provide  
Global Expertise Delivered Locally.**

**Where we have already made a difference:**

**Pfizer, Nestle, Expedia, Trivago,  
General Mills, JTI, Constellation Brands, Northern Foods,  
Kerry Group, Beam, John Frieda,  
Dunnhumby, Danone,  
P&G, Whirlpool...**

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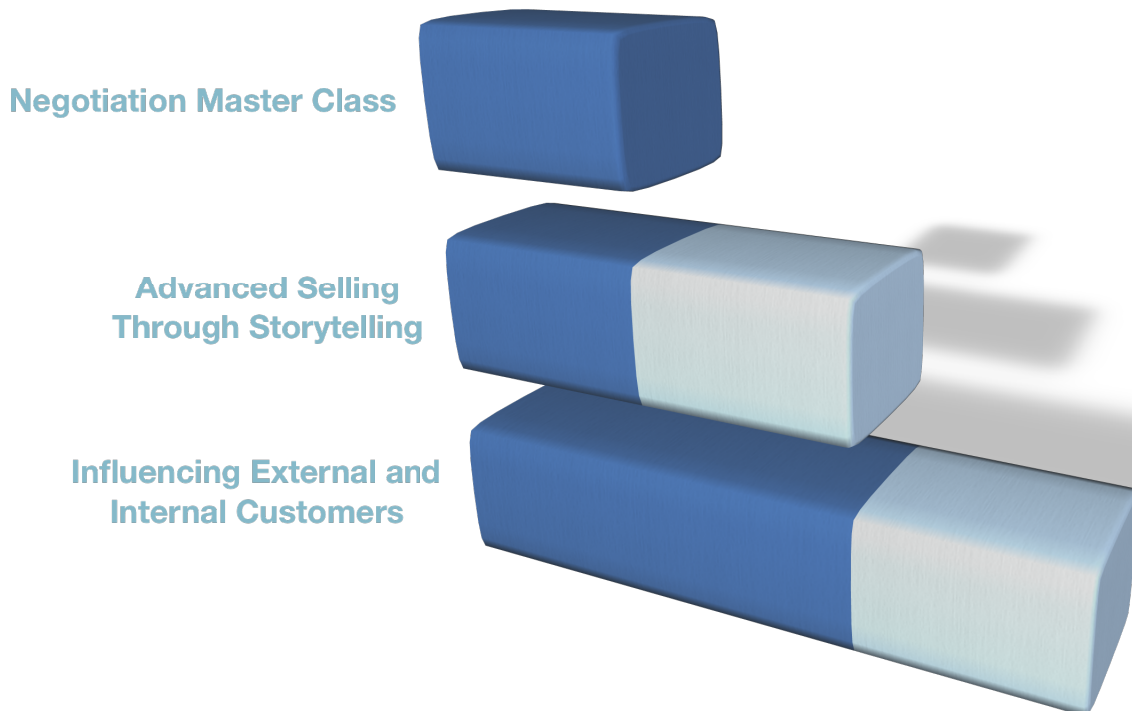
# COURSES DELIVERED GLOBALLY



JAPAN, MALAYSIA, TAIWAN, SINGAPORE, INDONESIA, RUSSIA,  
UKRAINE, POLAND,  
GERMANY, UK, IRELAND, FRANCE, ITALY, SPAIN, TURKEY,  
SUDAN, DUBAI, LEBANON,  
ISRAEL, USA, CANADA, CROATIA, SWITZERLAND, GREECE...

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# LAYERED BEHAVIOURAL CHANGE



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## Detail

**Each event integrates with the previous to re-enforce the learnings offering a solid foundation with layers that build. (Minimum 4 weeks maximum 8 weeks between courses).**

### **Negotiation Master Class.**

- Negotiation planning.
- Spotting advanced tactics.
- Psychology of negotiation.
- Body Language.
- Verbal minefields.
- Trading.
- Adding value.
- Breaking deadlock.
- Managing the atmosphere.
- Offensive Negotiation™ to neutralise tactical behaviour.

### **Advanced Selling through Story Telling.**

- Presentation planning structures.
- Building a perfect 4 level proposal.
- Performance gap analysis and building a burning platform for change.
- Retail commercial language and understanding.
- 8 strategic drivers clients use to develop their businesses and how to leverage them.
- Cutting edge commercial motivation that is targeted at gaining commitment from industry professionals both internal and external.
- Understanding retail language.

### **Influencing External and Internal Customers.**

- Presentations skills.
- Advanced commercial influencing skills.
- Vocal, verbal and visual techniques.
- Storytelling.
- Storyboarding.
- Developing soundbite language.
- Body language.
- Verbal signalling.
- Emotionally engaging an audience.
- Increasing personal confidence.
- Breaking the corporate blandness to become an outstanding and consummate presenter.
- Dealing with Q&A like Kissinger.

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A taster menu of other individual courses.

### **Revolutionising Retail and Manufacturing Strategy:**

Are you working in a sector that is not just evolving but is now subject to revolution due to the internet or extreme competitive pressure?

Then our workshops, targeted at breaking through traditional boundaries in existing businesses while leveraging cutting edge shopper and consumer metrics, is for you.

In just three days your team will be challenged to re-think, re-design and revolutionise the way you deal with customers, suppliers, shoppers and consumers.

Based on the critically acclaimed book Who Killed Category Management this event will offer a platform for team members to break through barriers to market and design a future which delivers a tangible change for the better.

3 Days.

### **Negotiation Master Class Team Challenge:**

Do you want a team that punches way above their weight, filled with individuals that hold **an unfair competitive advantage in negotiations**? A team that can virtually read minds? What could that team achieve?

In just 2 days your team will experience a range of negotiation environments that cover what most individuals would see in a twenty year career. During the event **you have the opportunity to go head to head with a Buying Director and receive one to one feedback**. Everything is instantly applicable to everyday life as well as the day job. The expected ROI will probably be delivered during the first negotiation after the event. The skills and behaviours learned are delivering over a billion dollars to previous alumni.

2 Days.

### **FMCG Negotiation Master Class Team Challenge:**

As above but this is specifically targeted at FMCG, dealing with its highly charged commercial environment.

In just 2 days your team will experience a range of FMCG negotiation environments that cover what most individuals would see in a twenty year career. This is your chance to go head to head with a top line buying director in a controlled environment and receive specific coaching tips for you personally. Everything is instantly applicable to everyday life as well as the day job. The expected ROI will probably be delivered during the first negotiation after the event. The skills and behaviours learned are delivering over a billion dollars to previous alumni.

2 Days.

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### **Commercial Selling through Storytelling. Advanced.**

Are all your competitors using similar selling approaches to you? Is there a lack of differentiation in your market? Do you want to stand out from the crowd?

Selling through storytelling uses the most natural skill mankind has developed to positively influence individuals and groups. Its unique blend of commercial expertise combined with emotional motivation offers delegates the opportunity to drive their current abilities to a completely new level that will leave their competitors behind.

2 Days.

### **Beat Obama: Professionals Presenting Passion.**

In a two day event our target is to hone your existing presentation skills while learning and developing new techniques which will give individuals the potential to exceed the level of world class speakers.

What is it that makes it possible for some people to hold a room in awe while they present? It is not a secret. It is a learned skill and anyone can improve their impact with any audience. Simple methods and specialised challenges are used to help delegates form an understanding of their own unique style and how it can be developed to deliver gravitas, emotional engagement and results. This event is adaptable for high level senior executives and junior team members alike.

2 Days.

### **Presenting as a Statesman: Top Flight Executive Event.**

One to one or one to two coaching to take your existing skills to the next level, supporting your growth into senior leadership roles.

As you move into board level positions every event is your chance to inspire teams and to represent yourself as the consummate Leader. This event is all about you and what you need to develop to maximise your influence with the people around you.

1 Day.

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3 Days.



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# PUBLICLY ENDORSED STRATEGIES

In 2013, founder Mark Taylor published his first book which described the issues surrounding current commercial thinking in retail. His dark predictions continue to come true today and his strategy for success has offered the solution for many manufacturers and retailers around the world

David King

Director Consulting and Merchandising Solutions at Nielsen for 6 years and now Space Management. **Walgreens**.

Controversial new book out today puts Space Management on the endangered species list.

Without revealing its “mystery”, I can tell you that this very entertaining book will invite you to think more creatively about the Fast Moving Consumer Goods (FMCG) retail business, especially in-store merchandising, how we measure and analyse what we are doing, and how to gain a competitive edge in the years ahead. Bravo!

Christopher Wilkinson Previously **Black and Decker**, now owner of his own international consultancy.

5.0 out of 5 stars 100% essential read on category management!

First of all, I generally don't bother to write reviews. The fact I'm recommending this book is because I enjoyed it so much.

This book is about category management from a retailer & manufacturer perspective, yet highlighting the fact that the true key of success does not lie in typical category management itself. Very similar to "Innovation Secrets" by Carmine Gallo, this book has given me loads of fresh ideas to grow my business. The difference is that it's more about "retail", where "Innovation Secrets" is more about “product”. The only downside of this book, is that you will be eager for more!

Stefan J Kaczmarczyk Marketing Manager at **Groupeseb (Tefal)**.

5.0 out of 5 stars.

If you think you know everything about Category Management....then read this! The rule book is somewhat ripped up by Mark Taylor who gives a very thought provoking insight into the future of retailing and how it could survive in a world that is dominated by e-retailing.

Walter Liu

Director Category Management at **Del Monte**.

5 Stars.

Quick and easy read. The writing is simple and straight forward and the book is packed with no nonsense insight.

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# WHAT PEOPLE SAY ABOUT US

...relentless energy and passion... ...structured and delivered quantifiable and profound skill development programmes in all global locations... ...a rare ability to translate strategic direction into tangible tools that enable organisational teams to implement and achieve with true excellence in the market... ...cares about people... ...there are many who will forever be grateful for his life changing impact in their careers.

**Head of Global Travel Retail (manufacturing).**

...able to hold the room's full attention at all times... ...delivering a powerful message in a motivational style... ...injects humour and fun into serious subject matter.

**GM international retail manufacturing.**

Taylor Development has amazing industry experience, and will share invaluable advice. They will teach you excellent negotiating skills in which the use of information and power will influence people's behaviour in your favour!

We are very happy to have taken a session and will continue to seek advice as we move forward.

**Selene Folkesson & Barbara Traulsen, Founders, Brappz.**

...taught me how to challenge the status quo and why it is so important to think outside the box... ...the skills learned for negotiation and strategic thinking have changed my day to day work... ...thank you for all the great trainings that gave me the skills to develop and improve my business life... ...I think we know the results of it.

**Development Manager retail supplier.**

**Nordics, Central & South Eastern Europe**

...innovational approach enables you to look at developing yourself and your business acumen by constant challenge and constant support... ...many ideas continue to drive the way I and others approach the customer, both internally and externally.

**Strategic Insight Manager global retail manufacturer.**

...a spectacular way to transmit enthusiasm... ...a very clever approach to understand people... ...really cares about people... ...helped me in my career... ...I still use courses in my daily business.

**Manager Resource Mobilisation**

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# PROFILE

Mark has developed and delivered sales, negotiation, strategy and commercial courses for Pfizer, Nestle, Expedia, General Mills and many other multi billion dollar operations.

He has helped teams develop abilities and behaviours which have added, conservatively, \$100 million P.A. additional benefit to their bottom line and in excess of \$1 billion projected to date.

He has designed ground breaking and world leading development platforms which have been adopted globally and regularly deliver ROI's of 3000%

His focus on developing commercial sales, negotiation, strategic and leadership skills has help win global awards.

Through a diverse career, he has had an extensive background to Board Director level in People Development, Marketing, Sales, Merchandising and Buying during which Mark has managed turnovers in excess of \$350,000,000.

His unusual background in both Sales, Marketing, Retail Buying and Merchandising gives him a unique perspective that provides a sustainable competitive edge for manufacturers teams.

He lives by the expression "Ok, it`s impossible, now how do we do it?".

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