



# ARE YOU STILL JUST MANAGING CATEGORIES?

## Pride Passion Profit™ 7 Steps to Category Development Workshop



This workshop goes where no one else has dared go: to the heart of the relationship between a consumer and a buying experience. If you learn to let your customers determine how, what, and where they buy, you'll move beyond category management to category development. It's there –and only there – that sustainable profitability awaits.

### **Step 1: Validate & Collaborate**

Reconcile Category Plans with Current Operations

### **Step 2: View & Perspective**

Improve Your Situational Awareness

### **Step 3: Myth or Reality**

Identify Your Best Development Opportunities

### **Step 4: Mirage or Oasis**

Set Your Category Objectives, Goals, & Strategies

### **Step 5: Need or Desire**

Identify Your Category Solutions Mix

### **Step 6: Greed or Growth**

Position for Profit

### **Step 7: Formalize and Integrate**

Complete Your Category Development Plan

*Take your Category Plans and Retail Strategies to the next level!  
Discuss workshop opportunities with us today!*

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Inez Blackburn has initiated and deployed category and marketing plans across numerous products and industries and is a globally recommended speaker, innovator, and pioneer in launching global brands. Now the president of Market Techniques & Innovations, Inc., her clients have included many Fortune 500 companies, as well as executives trained through her Positioned for Profit seminars and Category Management and Marketing to the Max workshops.