



Peter Chapman

Professional Speaker, Trainer & Consultant

Peter Chapman understands how large retailers make decisions. Benefit from this valuable insight as Peter helps you understand your customers and how to sell more products to them.

An in-depth knowledge of every level of decision making in the major retailers is invaluable to producers and manufacturers who want to grow their sales. Peter has considerable experience – from developing relationships with suppliers throughout the supply chain, to retail merchandising.

Peter speaks to audiences of producers, processors, industry associations, store managers and retailers. He has helped all of these groups navigate through their business challenges. He is a member of the Canadian Association of Professional Speakers and currently sits on the board of directors for the Halifax chapter as President Elect.

Peter's company, GPS Business Solutions, provides services to producers and manufacturers who want to increase their sales to large, centrally structured retailers or specialty retailers. Prior to starting GPS Business Solutions, Peter worked for 19 years with Canada's largest food retailer, Loblaws. He held positions in various departments, including merchandising, marketing, advertising and real estate. This experience has given Peter considerable insight and understanding of food retailing.

Your organization will benefit from Peter's passion for retail. His speeches and workshops include many real examples of what is happening in retail today. Go behind the scenes with Peter to understand how to drive your sales effectively.

Book Peter today!

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"Your interactive presentation on selling through wholesale and retail channels was extremely well received by the group, and unquestionably made a lasting impact. It is safe to say, without your contribution, preparedness, participation and openness; this workshop would not have had the success it attained."

Joel Stoddart, Manager of Business and Non Profit
Development
Acadia Centre for Social and Business Entrepreneurship



GPS business solutions
navigating in today's business environment



Peter Chapman will help you navigate through the retail food industry. Go behind the scenes and up and down the aisles to learn about the retailers. Why they are doing what they are doing and how you can increase your value to them. The end result will be a better understanding of retailers and increased sales.

Current Trends in the Retail Food Industry

The retail landscape is changing all the time. Where do your products fit? Your retail customers have well defined priorities and you need to include these in your business planning. What is important to your customers? Where are they investing resources and what do they need? Peter will help you understand the answers to these questions. Learn to develop programs and solutions that will make your business a much more valuable resource to your retail customers.

Know your Customer Inside and Out

Learn how you can make the most of the face time you get with the retailers and how to stand out from the crowd. What are they looking for? How can you provide it to them? Peter has been there, he understands how it works.

Benefit from 10 critical sources of information and know what to look for and where. What do you look for in the store? What are they telling you when they talk to their customers? Your interactions with the retailers will be incredibly productive when you can talk their language. The key relationships you have with the retailers are invaluable to growing your sales. Peter can help you navigate through these relationships and when you figure it out your sales will increase!

Is Buy Local the Right Strategy?

Throughout North America there is a growing support for local agriculture and a desire to increase the awareness of locally produced products. Peter will explain the real benefit to producers and how you should incorporate this in to your business planning and marketing.

Focus on Both Customers

Producers put a lot of emphasis on the end user and sometimes forget the key relationship with their primary customer, the retailer. You need to understand both customers, and design products and programs to meet the needs of both. When you figure out how to do this, your products will be much more successful with both customers!

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