

Clients Feedback

"Do you know the way to understand the retail in 4 days? Now I do know one... "

Nur Bakbergenov,

Managing Director, Caspian Bank

"Thank you very much for the probably best training session! I liked the course being close to the real situation, because of time limitation, tension and huge information blizzard. "

Normunds Ozolim,

Sales Director, Aldaris

"I think it's most acting, firestarter alert and dynamic course I've ever attended. Good job!"

Radu

Combera Retail

"The software was really great and we were able to see what kind of changes brings each type of uplifts/down

collaboration/time management/dividing into groups and resource allocation"

Mustafa Sarikaya

General Mills

"The program promotes cross-tactical understanding. Manufacturers may play retailers and they see what goes on in their decision-making process.."

Antoine Georges

Marketing Manager, Kimberly Clark

"Storewars strengthened the working relationships between our merchandising staff and the manufacturers. The SUPERVALU participants gained valuable insights into how their manufacturer partners prepare for and actually negotiate "

Michael Terpkosh,

Director, Category Management Development & Retail Pricing, SUPERVALU



"There is not a lot of training programs out there for retail category managers, but Storewars was an ideal opportunity to help improve the performance of our people while they were under the fire of making decisions." It is like laboratory in which you can put people in stressful situations... You can see how creative people can be. "

Michael Knight,

Senior Vice President, Giant Food

"It was great to get insight into both "worlds" - understand the viewpoint and drivers. I for sure learned how complex the industry is and what factors have to be considered"

Silvia Benda

Nielsen

"The training is not about the war, but about the ability to build the relations. Above all the training teaches not to behave like you are in a war. "

Alexander Lashkov,

Sales Development Chief Manager, Beeline

"We don't think this much at work. Storewars gave us a first-hand look at problems faced daily by retailers. "

Nick Jay,

General Manager, Sales, Almarai

"When you reach an agreement during the game you have more chances to do it in the real life, because now you understand that an agreement means success. "

Sergey Klisho,

Sales Director, Sara Lee

"Being a business simulation I enjoy taking decisions in a relative safe environment. In the negotiations period the pressure felt also on retailers shoulders and made the interactions similar to real environment. "

Valdau Cosmin,

Senior KAM, Henkel Cosmetics Romania

"Creating a matrix for different retail formats, handling various factors (price, PL, matrix, promo) for optimal results"

Petr Koroteev,

Director Modern Trade&Sales, KraftFoods



"I saw the influence of all the details shaping the strategy of brand positioning in the market. I saw the result of my actions in reports on all indicators in mode 1 day = 1 year"

Andrey Loschilin,

National key account manager, Rusalco

"The structure of the financial side both manufacturer`s and retailer`s became clear. Understanding of necessity of possessing numbers, including the opponent`s"

Olga Shepel,

Danone Baby Nutrition

"Understanding the rules of the game between retailers and manufacturers. Understanding of the key moments from the point of view of marketing and production + retailers approach that attract consumers"

Svyatoslav Samokhin,

Regional Merchandising Manager, PepsiCo

"No doubt it was the best marketing and sales course that I have had. It would be interesting to invite colleagues"

Alexander Melnikov,

Sales and Marketing Manager, Bayer

"Very interesting course, which gives confidence in the importance of strategy and power win-to-win"

Anna Titova,

Project Executive, Diageo

"Thanks to the training I had the opportunity to take the place of the retailer and understand the logic behind his actions. Training helps to understand the effectiveness of certain actions and to evaluate the possible consequences"

Ekaterina Raykova,

RitterSport

"It is a great simulation to improve a bunch of skills and as well to simulate a real business world!"

Antonio Maly

University of Monaco

"The ability to use non-standard schemes and get results and analysis in short term"

Alexander Kobzar,

Tekhnosila



"Super! Great time for the benefit of personal development. Learned to understand the forces that move the markets, affect the behavior of retailers and manufacturers. Got a great experience negotiating"

Aleksey Rokachevskiy,

Business engineering project manager, JSC "Russian EnergyMachineBuilding Company"

"Great game! Opportunity to explore the KPI of the other side (manufacturer \ retailer) trade. Information work kills development (analysis, priority, etc.), the possibility of implementing a strategy for brand promotion, negotiation skills"

Natalia Chandeo,

Training and Development Manager, Moneks Trading

"Best thing is interaction and learning through mistakes, very dynamic and realistic"

Ugljesa Vujovic

Nelt

"Ability to hear and listen to others, partners in the negotiation process, analyze your mistakes, trying to think of ideas and KPI of your opponent"

Ekaterina Snyтина,

Mars Petcare

"Confirmation of vital importance: understanding the priorities of partner, a clear and strong position in negotiations"

Aleksander Kovalenko,

PepsiCo

"Excellent Business simulation. Helps one understand negotiations through hands on decision making. Lots of info- critical to develop hypothesis & then execute strategy"

Siddhartha Jain

Regional Customer Mkt. Manager, Kraft foods

"Storewars - is work with a variety of different reports, a unified solution with a lot of people, a quick analysis of the changing situation and quick decisions. Helps an inside look at the work of the retailer"

Svetlana Zharikova,

Maxxium Russia

"Recently had a great «Storewars» training and wanted to share with you experiences. Storewars business game was specifically designed to look at problems posed by today life for producers of goods and modern retail. It is about confronting retailers and manufacturers / distributors of goods, as well as their effective cooperation in order to maximize profits. Business game participants are divided into teams (for example, 3 teams for Manufacturers / Distributors of goods, 2 teams - for the retailer).



Business game takes place in a few rounds. Before each round of a very high quality lecture material, after each round - "debriefing" with a deep analysis of the true and false "moves" of participants. I would also like to note the high level of professional coaches, leading the game. I participated with great pleasure in this business game from TNK-BP. This training is arranged by PepsiCo Holdings for TNK-BP, their specialists was also invited to participate in training. I think that "pleasure" is probably not cheap, but, nevertheless, it is possible to communicate and recommend to program. Maybe they will offer a more adapted for the MBA course. The guys from the «Storewars» said that this training was originally coined is for MBA. Another very enjoyable moment for all players was to obtain a certificate from «Storewars»"

Evgenia Maltseva,

Marketing director, OJSC "Saratovnefteprodukt"

"I really liked Storewars training, above all it is valuable because it provides an opportunity to look at the process of negotiation, strategy and decision-making from the other side. Even more valuable experience – is participating of both producers and representatives of retail chains. It is possible, as in the game, so in the course of informal conversations to get an idea of the principles of construction of negotiations and strategies for contractors. I also want to note the high level of training and professionalism of leading, a thorough knowledge of the material and efficiency in decision-making and correcting certain tasks. Besides analysis of business processes (P & L), a strategy and long-term planning, training can help improve negotiation skills. What is just as important! So I am very satisfied with his experience and knowledge, as well as an opportunity to look at ourselves and get an assessment of my effectiveness in decision-making and in negotiating"

Skobilov Sergey,

Divisional sales Director, SABMiller RUS

"Storewars - it is an opportunity to live a few years of business in 3 days. As a result, I have been assured that not prepared negotiations - is prepared failure"

Elena Zherebyatieva,

KAM RFE, Mars

"Conditions of the program have been very close to reality, the mood of the players to win led to believe that everything happens for real"

Anna Zakharova,

Senior analyst, IRG

"Time limit makes to think more systematically and make decisions quickly. Storewars – a great example of how to make decisions immediately displayed on the results"

Pospelova Elena,

T&D Specialist, Royal Canin

"The model of the business simulation model on the same track of small parts. It is distinguished by high expert value and excellent balance "theory-solutions-negotiation"

Dmitriy Naumov,

Key account manager, Beiersdorf



"A distinctive feature of the program - mathematical model - the relationship between retail and producer, availability in understanding what constitutes the process of ordering and dividing shelves"

Aleksey Baranov,

Supervisor Distribution & Field Activity Support, Philip Morris

"Storewars - program that allows you to move away from the daily routine, to analyze new information, make decisions and worry about the team's results. This is also a great opportunity to network with professionals from different fields, to exchange experiences and get positive emotions"

Anna Serikbaeva,

Category manager, Lenta

"Storewars - this is an excellent opportunity to assess the FMCG-business from different parties; minimum of theory - maximum of practice "

Evgeniy Strakhov,

KA manager, Imperial Tobacco

"Storewars helps to understand what the main points you want to consider when organizing proposals and negotiations with clients so as to be the most profitable business"

Natalia Philippova,

Key account sales manager, Alisa

"It was interesting and useful to see how the approaches that you are likely to use in your work differed from those of other participants from other companies and how they influenced the result. The training made me think better of my usual practices; I also gave up several of them and borrowed some new ones from others"

Kraft Foods Ukraine

"I liked the complex approach in situation analysis, planning, and negotiations preparation; and also the negotiations, making decisions, and that they visualized how each of them influenced the result"

Kraft Foods Ukraine

"The diversity of participant groups (in terms of knowledge and experience) created a pleasant intellectual barrier in communication and building interaction during the training"

"A very lifelike game, it gives an opportunity to test the skills, approaches and models used in everyday operational work"

"The training allows one to view business processes as a system, to see the direct influence of one's decisions on short-term and long-term results"

All - Kraft Foods Ukraine
