DSD Training Catalog

01. Intro to CBD

Cannabidiol, or "CBD" as most people call it, has emerged as a unique new product that's driven a huge surge of enthusiasm for what many Americans believe to be a miracle cure-all. Analysts are projecting the CBD market in the United States will exceed twenty billion dollars in sales by 2024. Despite the amazing growth, many people still don't really know what CBD is, which is why we've created this series. You'll learn what CBD is, and what it isn't. You'll learn where it comes from, the current legal status, effectiveness claims, and some general information around product safety.
SCORM | Updated 10.2025

02. The CBD Market

CBD is enjoying its moment as one of the hottest ingredients in the food and beverage industry. It is sold in multiple channels of business and is available in a wide variety of formats/products. In this course, you'll learn about the various kinds of CBD products that are available in the marketplace, and you'll learn about the consumer base that's purchasing them.
SCORM | Updated 10.2025

03. CBD Retailing

There are a lot of options for consumers when it comes to purchasing CBD products. CBD is sold in multiple channels of trade, in addition to having a strong e-commerce presence. Many mainstream retailers have gotten on board, and many others are eager to get in the game. This course teaches about CBD retailing, giving you the ability to partner with your retail customers to help them find the way to their fair share of the business opportunity.
SCORM | Updated 10.2025

04. The Shopper Marketing Process

Shopper marketing is the process of understanding shoppers and using that understanding to develop a marketing mix which influences shopper behaviors, anywhere along the path to purchase. The key word here is process. This course teaches a simple five-step framework, or process, that will enable viewers with an ability to develop shopper marketing strategies. We'll also discuss the importance of a collaborative partnership between manufacturers and retailers.
SCORM | Updated 10.2025

Active Listening

In a non-face-to-face sales call, it's imperative that you're able to employ strong active listening skills. Active listening isn't something we're born with. It's a skill that needs to be learned. This course will teach you some simple techniques that will elevate your active listening skills, making you a better conversationalist and a more impactful salesperson.
SCORM | Updated 10.2025

Asking for Action

If we're not asking for something on every customer call, we're not "selling" anything. When a customer shows interest in your idea, or agrees that it sounds like a good one, you must ask them to take action. If you don't, nothing will happen. Customers expect salespeople to ask them for the order. They don't resent or feel high-pressured by a salesperson that asks for action. This course teaches how, and when to ask the customer to take action on sales suggestions.
SCORM | Updated 10.2025

BATNA and ZOPA

BATNA is an acronym that stands for the Best Alternative to a Negotiated Agreement. You can't learn about the negotiation process without learning about BATNA. ZOPA is an acronym that stands for the Zone of Possible Agreement. This zone is the overlap in between the seller's and buyer's settlement ranges. This course teaches these two important fundamentals of negotiation theory. Understanding these two concepts is a prerequisite to the overall learning progression of negotiation skills.
SCORM | Updated 10.2025

Definitions and Roles

The overall purpose of defining a category is to be able to determine the structure and collection of specific products, or items, that will make up the category. Determining the role of a category defines its strategic purpose, which drives tactical decisions on product assortment, price, promotion, and product placement. This course teaches about the retailer's approach to these first two steps of the eight-step category management process.
SCORM | Updated 10.2025

Distilled Spirits Merchandising

Retail merchandising is a vast topic that covers many aspects of selling products in a retail store. It includes things like product assortment, space allocation, product organization, product promotion, and marketing activities. Retail merchandising is a combination of strategies and tactics that a business employs to encourage shoppers to purchase items. The overall objective of any retail business is to convert shoppers into buyers, and effective merchandising is how that gets done. In this video, we're going to focus specifically on off-shelf displays. We'll teach you about some basic tactics that can be employed to optimize sales opportunities.
SCORM | Updated 10.2025

Frequency

Frequency is the number of visits, or trips, that a shopper makes to a store on an annual basis. Retailers are keenly focused on strategies and tactics that will drive shoppers into their stores more frequently. A couple of additional shopping trips means quite a bit of incremental operating profit to a retailer. This course teaches about some specific frequency tactics that retailers can employ to get shoppers to visit more frequently. Understanding frequency will give you a greater ability to deliver sales suggestions that will set you apart from your competitors and earn you more business.
SCORM | Updated 10.2025

Handling Angry Callers

Anger is an unintelligent emotion that's always triggered by something. It's very common and very human. Most salespeople dread having to deal with an angry, or disgruntled, customer because of the emotions that come into play. It's never pleasant, but it doesn't have to be painful either. This course teaches a six-step process that will enable you to easily work through a difficult discussion with an unhappy customer by controlling the situation, while minimizing stress.
SCORM | Updated 10.2025

How Distilled Spirits Are Made

All spirits go through at least two procedures: fermentation and distillation. Fermentation is where alcohol is created, and distillation is where the alcohol is separated and removed. In this course, we'll now dive into how these processes work, from preparing raw materials to bottling and packaging the final product. With this knowledge, you'll better understand what your distilled spirits customers actually do, the pride

they take in their distilling work, and how different brands and products are unique.
SCORM | Updated 10.2025

Implementation and Review
Implementing the plan is clearly the most important step in the process. Without flawless execution, nothing happens. Category reviews are an essential part of the process that should be ongoing to measure success. This course teaches about the retailer's approach to the seventh and eighth steps of the eight-step category management process.
SCORM | Updated 10.2025

Influencing Space Management Decisions
The retail shelf space that we work hard to acquire is under attack every day. Not only by direct competitors, but by every manufacturer that sells their products in the store. Retailers won't hesitate to cut space from a category or brand that's not meeting performance expectations. It's a constant battle to hold onto or grow shelf space. In this course, you're going to learn how to influence space decisions by leveraging what you've learned about the two space management methodologies.
SCORM | Updated 10.2025

Introduction to Category Management
In the consumer-packaged goods, or CPG, business, most retailers employ a key business strategy around the sales and marketing function that's referred to as category management. The strategy centers around a systematic and disciplined approach to managing a product category as a strategic business unit. This course will introduce you to some of the basic concepts of category management, giving you a better understanding of how your retail customers develop their sales and marketing strategies. This knowledge will enable you with a stronger ability to deliver sales suggestions that align with your customers' business objectives.
SCORM | Updated 10.2025

Introduction to Negotiation
When most people think about negotiation, they envision the process of haggling. In commercial or sales negotiation, there's a lot more to the process of negotiating than haggling. Negotiation is the process of exchange involving give and take between two or more parties to reach agreement regarding an issue, when faced with an apparent conflict or disagreement. It's all about getting to a win-win outcome. In this course, you'll learn how to confidently negotiate to reach mutually beneficial agreements by employing some commercial negotiation best practices and techniques.
SCORM | Updated 10.2025

Introduction to Warehouse Fundamentals
One of the most important parts of a high-functioning supply chain is the warehouse. Warehouse operations cover a wide spectrum of activities. In this first course of our series, we'll discuss the typical tasks associated with warehouse work. We'll also go over the basic skills and attributes employees need to possess in order to be successful in the warehouse. This includes some of the physical requirements, as well as other beneficial skills, like good communication, problem-solving, the ability to follow directions well, dependability, flexibility, and more.
SCORM | Updated 10.2025

Knowing Your Customer
One of the most important factors to sales success is to really know your customer. Although this might sound elementary, it's critically important that you know your customer's name, and that they know yours. It's not good

enough that they know you as the person from XYZ Company. Our saying is: know names, not no names. Knowing your customer is also about understanding how they're wired and what motivates them to make purchase decisions. Getting to know your customer isn't a one-time exercise. It's an ongoing commitment. This course teaches specific actions to take that will truly help you to know your customer. This knowledge will enable a greater level of customer engagement and sales success.
SCORM | Updated 10.2025

Making Direct Store Deliveries: 02 Handling Products

Making direct store deliveries is a physically demanding job. The primary function is to handle products, which involves unloading trucks or vans, and moving products through the receiving area of a store. Unless you're delivering something light like potato chips, the job will usually require a fair amount of heavy lifting, which comes with a risk of physical injuries. Almost always, lifting injuries are disabling, affecting the back, shoulders, and feet. With that, it is important to be ready both physically and mentally. In this video, we're going to teach you how to prepare for a physically demanding workday. We'll also teach you proper lifting techniques and go over how to safely use some of the tools of the trade to move your products into and around the store.
SCORM | Updated 10.2025

Making Direct Store Deliveries: 04 The Ins and Outs of Making Direct Store Deliveries

There are some unwritten rules about the DSD business that you need to know about. In this video, we're going to teach you about some of the ins and outs of making direct store deliveries which will help you to raise your game and do your job more proficiently. More importantly, this knowledge will help you avoid some of the stumbling blocks that can drive inefficiencies and frustration.
SCORM | Updated 10.2025

Merchandising: 01 Introduction to Merchandising

Merchandising, in its simplest form, is replenishing inventory on the sales floor that has sold down. This includes the primary shelf in the grocery aisle, as well as other various points of interruption throughout the store like displays, racks, and coolers. Merchandising is also about how we position our products in front of shoppers to optimize the opportunity to motivate purchase decisions. This course is aimed at introducing you to retail merchandising and arming you with the knowledge and skills necessary to be successful.
SCORM | Updated 10.2025

Merchandising: 03 Planograms and Shelf Sets

Inventory replenishment is the primary function of the Merchandiser role. In order to do the job effectively, it's important to know where everything goes on the shelf. Imagine walking into an unfamiliar store and finding the shelf completely sold-out. What would you do? Where would you start? In this course, you're going to learn how to easily figure out where everything goes so that you'll get it right at the shelf every time.
SCORM | Updated 10.2025

Merchandising: 05 Off-Shelf Displays

"A display is any free-standing exhibition of brands merchandised away from the primary aisle. They are a critical component to sales success. Displays allow us to put our products in front of shoppers in high traffic locations throughout the store. They also work well to motivate unplanned purchases. Building and

maintaining displays is a big part of a merchandiser's role. There are a lot of intricacies around building displays depending on the type of display, the type of package, and the specific needs of the account. In this course, you'll learn the basics of how to safely construct, and condition, an off-shelf display that's sure to drive incremental sales.

"

SCORM | Updated 10.2025

Merchandising: 07 Communicating Best Practices

Effective communication is the cornerstone of the entire service process your company provides to retail customers. It is a team effort that requires everyone to be in constant contact to ensure flawless execution. Poor communications will always result in lost sales. When this happens, it creates havoc for everyone involved. This course teaches the importance of effective communications, and some best practices that will enable you to successfully execute the responsibilities of your role.
SCORM | Updated 10.2025

Negotiation Coaching

This final segment of our series is a coaching resource that will assist you with tactical preparation for a negotiation. These materials should be completed in conjunction with the course, and will arm you with the information you need to have a successful negotiation.
SCORM | Updated 10.2025

Negotiation Tactics

There are a few basic tactics that customers will typically use during a negotiation in an effort to leverage their power against you. If you're able to identify the specific tactic being employed by the person you're negotiating with, you'll be able to react appropriately to keep the discussion moving forward. This course will teach you about the various tactics and how to effectively respond to each of them.
SCORM | Updated 10.2025

Offering and Accepting Concessions

A concession, or trade-off, is where one or more parties engage in conceding, yielding, or compromising on the components, elements, or issues tied to whatever is being negotiated. Offering or accepting a concession is probably the most stressful part of a negotiation for most, especially for those that are less experienced. In this course, you'll learn an effective and easy technique to use that will make the process less stressful, while increasing the likelihood of successfully reaching agreement.
SCORM | Updated 10.2025

Preparing for a Sales Call

Preparation is a must for all sales calls. You need to know exactly what it is that you ‚Äòre looking to accomplish. You can't just wander in aimlessly and hope that they'll drop an order in your lap. Have you ever heard.. "If you don't know where you're going, any road will take you there?" If you don't have a specific objective, it's impossible to measure success. This course teaches how to set SMART sales call objectives that solve for a customer need or want.
SCORM | Updated 10.2025

Price Per Item

Price per item is simply the average price per item based upon the number of items in a shopper's basket. For example, if they buy five items and spend $20, the average price per item is $4. All retailers have very specific pricing strategies and profit margin goals that are based upon their cost of goods, overhead, and operating expenses. Retailers are always looking for ways

to increase their average price per item. This course teaches about some specific tactics that retailers employ to get their shoppers to spend more money.
SCORM | Updated 10.2025

Reach
Reach is all about messaging that's delivered to a targeted demographic group of people inside a specific geography that's within a reasonable distance. This group includes current shoppers and potential shoppers. Reaching shoppers with the right messaging is a key component to every retailer's marketing strategy. They use reach tactics to draw traffic into their stores. This course teaches some specific reach tactics that retailers employ to lure shoppers. Understanding reach will give you a greater ability to deliver sales suggestions that will set you apart from your competitors and earn you more business.
SCORM | Updated 10.2025

Shopper Behavior: Shopper Insights
This course introduces you to some insights around shopper behaviors that will help you to better understand how shoppers shop, and what influences their purchase decisions. The learning includes some of the tactical things that retailers do to influence shoppers. This knowledge will enable you with a greater ability to make merchandising recommendations that will help your retail customers optimize shopper conversions.
SCORM | Updated 10.2025

Space Management Methodology
There are two commonly used space management methodologies. First is the traditional philosophy, which we refer to as space to sales. Second is an industry best practice, which we refer to as days of supply. In this course, you'll learn about both methodologies. You'll learn how they both work, and you'll be armed with knowledge that will enable you to confidently discuss shelf space opportunities with your customers.
SCORM | Updated 10.2025

Speaking Clearly
It's important to speak clearly and effectively so that your message is interpreted in the way that you intend it to be received. The use of correct grammar and proper enunciation is important when it comes to avoiding misunderstandings. I'm sure you've heard, "it's not what you say, it's how you say it." This course teaches the importance of speaking clearly and effectively. You'll learn about some common speaking mistakes and how to avoid them.
SCORM | Updated 10.2025

Tel-Sell Excellence
Selling over the phone requires specific abilities, skills, and techniques when it comes to engaging customers in a two-way business discussion. This course pulls everything together that was taught throughout the Tel-Sell best practices series and recaps the process of engaging and influencing a customer during a non-face-to-face conversation.
SCORM | Updated 10.2025

The Rules of Negotiation
Negotiation can sometimes be like a game. And like any game, the likelihood of success is reliant upon a clear understanding of the rules. Negotiation is a process, not an event, and there are some standard rules that you need to be aware of. This course will teach you the basic rules of negotiation, which will enable you with a greater ability to confidently engage in bargaining discussions with customers, when faced with an apparent conflict or disagreement.
SCORM | Updated 10.2025

Types and Styles of Negotiators

There are three types of negotiators, and there are five common styles of negotiation. In order to effectively plan negotiation strategies and tactics, it's beneficial to understand the type of negotiator you're going to engage with. It's also helpful to understand the style of negotiation that they typically employ. Our actions and behaviors during a negotiation will differ with each type and style. In this course, you'll learn about these types and styles, including how to identify each of them by making behavioral observations.
SCORM | Updated 10.2025

Winning with Walmart: 01 The Walmart Story

Walmart is the largest retailer in the United States with 4,769 stores in all fifty states. They are, by far, the largest employer in the United States, employing over 1.5 million Americans. The evolution of this $514 billion dollar company is one of the greatest success stories in the history of business. This course takes participants through the progression of Walmart's growth. The learning also includes some astonishing fun-facts that accentuate the size and scope of this amazing business.
SCORM | Updated 10.2025

Winning with Walmart: 03 Playing by the Rules

To engage with Walmart, you need to know how to play by their rules. They have a unique way of conducting business, and you're expected to know, and embrace, their business methods while interacting with their Associates. Having a strong understanding of what you can and can't do with this most important customer is critical to both your success personally and to the success of your organization. This course covers some key rules related to socializing, pricing coordination, working within the store, and modular compliance.
SCORM | Updated 10.2025

Winning with Walmart: 05 Engaging with Walmart

To successfully engage with Walmart, you need to develop purposeful partnerships with their associates. Building a purposeful partnership isn't a one-time exercise, it's an ongoing commitment. It's earned over time as you build trust and credibility. To do this with Walmart, you need to become a part of their team. This course teaches some specific behaviors, and actions, that you can take to demonstrate that you're committed to partnering with them to drive mutually beneficial business results.
SCORM | Updated 10.2025