



TruNorth[^]

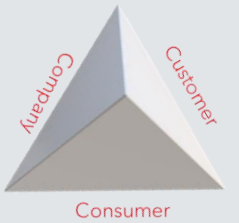
Coaching & Business Advisory Services

Helping all partners reach their potential.

- ▲ Business & Management Coaching
- ▲ Business Integration
- ▲ Strategy Development
- ▲ Fractional Sales Leadership

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Commercialization Master Class 4Px3C Framework (a.k.a “Go to Market Fundamentals”):



Summary: All you need to know to create go to market capabilities for your small to midsize CPG business in a **customized 4Px3C frame**

When: 6-week course once per week for 6 weeks 4-6 hours per session
Plan to be attend 10:00am-3:30pm each class.

Dates: September 8-October 13 & November 3-December 8, 2025.

Capacity: Capped at 8 to ensure focus and maximum content value

Location: Office146 located at:
146 Thirtieth Street, Suite 100, Toronto, On M8W 3C4

Register: Registration and Payments via Evenbrite:
<https://www.eventbrite.ca/e/commercialization-master-class-aka-go-to-market-fundamentals-registration-1303346016019?aff=oddtcreator>

Who should attend?:

- ✓ Start-up founders looking to create a solid business structure for their investment or to drive investment
- ✓ Business looking to scale up to over \$1MM
- ✓ Marketing and Sales leaders that are charged with leading commercial strategy
- ✓ Incubators looking to increase content depth of commercial principles

Cost: \$5,000+HST per participant

- ✓ 20% Early Bird Discount for bookings June 12-July 26
- ✓ CHFA promo code available for CHFA members-contact us directly

ROI: Optimizing organization structure, optimizing trade spend and funding efficiency, creating company efficiency, speeding up decision making, building team capabilities

Course Objectives:

- ✓ Best practice approach for go-to-market planning
- ✓ Tier 1 “discipline” to small and medium business for faster, more effective decisions; aligned teams and customer-centric thinking
- ✓ *Commercial* vs. *Functional* thinking
- ✓ Access to core toolkits needed to connect your company with the customer and the shopper
- ✓ Participants to share and work on real life projects or issues and leave with actionable plans

What will you learn: How to create an efficient **team** approach to the “4 P’s” enabling small teams to work with tier 1 capabilities

What will you leave with: A complete handbook of tools and steps to manage your innovation pipeline, base business needs and customer interactions and over 30 hours of actionable training

Scope:

This course will concentrate on the essentials of commercialization, bridging the gap between the company and the consumer to ensure effective go-to-market strategies. It is expected that small businesses have already established basic brand and consumer propositions. Our emphasis will be on commercial considerations rather than brand management.

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Course Outline: Customized 4Px3C Framework

Unlock broad based thinking in your organization and enable integrated planning across the consumer, company and the customer.

Modules are structured to progress through the 4 Ps from a total business model perspective and create a Joint Business Planning mindset.

Module 1 Introduction: The Model Product <ul style="list-style-type: none">➤Channel Strategy➤Pipeline & Forecasting➤Shelf Ready Approach➤Assortment Considerations➤Operational Integration	Module 3: Pricing <ul style="list-style-type: none">➤MSRP Setting (Value and competitive benchmarks)➤Trade Architecture (working-non-working)➤Margin Management (Company and Customer)	Module 5: Insights to Action <ul style="list-style-type: none">➤Aligning with the Customer➤Joint Business Planning➤Customer Business Planning
Module 2: Placement <ul style="list-style-type: none">➤Navigating the Shelf➤Operational Connectivity➤Customer Implications	Module 4 Promotion <ul style="list-style-type: none">➤MSFP (Value and competitive benchmarks)➤Trade Architecture➤Depth and Frequency Implications➤Margin Management (Company and Customer)	Module 6: Bringing it all together: Priority Setting/Planning Cycle Management <ul style="list-style-type: none">➤Strategy on a Page➤Commercial Cadence➤Innovation Planning



Location & Access

Office146 is strategically positioned at 146 Thirtieth Street in Etobicoke, nestled between Toronto's bustling downtown core and Mississauga. Whether you're traveling via the Gardiner Expressway, highway 427, Long Branch GO Train Station, or the TTC, your commute becomes hassle-free.

The locale brims with diverse dining options and natural splendor, making Office146 an ideal spot for your organization to prosper in the Greater Toronto Area. We're open 24/7, offering flexible working hours to align with your schedule. Surrounded by a variety of eateries and natural beauty, our location is more than a workspace—it's a lifestyle.