

DRIVING **B2B**

BASICS | IMMERSION | PRACTICE

This 3-part program enables you to assess your current skill and comfort level, select relevant B2B learning opportunities, and build the requisite knowledge and skills to be successful in optimizing and growing your merchant relationships.

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B2B BASICS

Self Directed Foundational Learning

Week 1



Complete **B2B Basics Self Diagnostic** to determine relevant foundational content to focus your learning on

Weeks 2 - 4



Complete **B2B Basics Content** on The Square

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B2B IMMERSION

Peer Merchant Strategy Development

Week 1



Review assigned **Case Study** and **B2B Immersion materials**

Weeks 2 - 3



Work with your **Peer Working Group** and build a Merchant Strategy for your assigned case study

Week 4



With your Peer Working Group, **present and defend your Merchant Strategy** to your Leader

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B2B PRACTICE

Peer Merchant Strategy Development

Week 1



Participate in a **B2B Practice Kick Off Session** with your leader

Week 2



Present **a strategy for your real-life merchant** and receive feedback from your leader

Week 3



Participate in a **merchant role play with your leader** using your real-life merchant strategy

Week 4



Debrief your role play experience with your leader to identify what went well, opportunities for improvement and an agreed upon **action plan for approaching that merchant**