

Accelerating the capability of FMCG Professionals



aga. The Australian
Grocery Academy.



"The Australian Grocery Academy aims to accelerate the development and performance of our best talent and encourage them to stay in our businesses and industry longer."

Tanya Barden, CEO

Our Vision

In 2017 the AFGC partnered with Real World Marketing (RWM) to launch a new initiative – The Australian Grocery Academy – a development program created by FMCG specialists targeted at FMCG professionals and future commercial leaders.

Responding to a need to build the capabilities necessary to be successful in a dynamic and fast changing marketplace, The Australian Grocery Academy is a contemporary, practical and outcome focussed program. Its core audience is the best and brightest talent from sales, category, marketing and commercial

teams and its focus is to equip them with the knowledge and capability to deliver commercial success today and into the future.

Its goal is simple – to accelerate the development and performance of sales, category and marketing professionals across the FMCG segment and to help grow and retain the next generation of FMCG leaders. Building the talent pool for the future starts here.





"Congratulations on choosing a knowledgeable, enthusiastic agency to prepare & deliver this content."

"I underestimated the value this course could give me. It's a wake up call to be better at what I do with customers and internally."

Course Overview

This fully integrated Program has been created by Real World Marketing, the AFGC and a team of highly experienced Sales Directors to ensure it meets the needs of industry and individual businesses.

With 4 bespoke 3 day modules spanning 12 months, it is designed specifically to integrate with real life job requirements and made relevant through case studies and real-life scenarios so that delegates are putting theory into practice from day one.

The Program is highly flexible and customisable, allowing companies to choose any combination of modules to meet their specific needs. At the

conclusion of each module delegates are given individually designed action plans to provide workplace application.

Delegates can access online resources which, together with a cloud-based learning platform and innovative feedback tool, ensures delegates embed their learning when they return to the workplace. Delegates set goals, provide updates and track seamlessly with their business sponsors, ensuring that the training is relevant and focused on 'real world' projects that matter to the delegate and their business.



Course Led Outcomes

Businesses are already seeing value as delegates return to their roles and apply what they

Utilising a category and customer proposition framework to change how to sell in major Brand Initiatives.

The Challenge

The NBM of a large food business wanted to change the way that they sold in a major marketing program from the traditional brand led execution to a category centric, customer benefit led approach.

Action taken

Creating a framework that focussed on the category objective, shopper insight and commercial benefit of the initiative led to presenting the insights and information the buyer most wanted to hear rather than presenting what the branded business wanted to achieve.

Outcome

Agreement to the initiative with greater support from the buyer. Adoption of the framework ongoing.

Understanding what is important to a buyer and anticipating challenges ahead of time.

The Challenge

The NBM of a category leader in a dynamic food category identified in April, that due to forecasting out week by week, there would be a gap to plan in August that would cause a major issue for the buyer.

Action taken

The NBM leveraged their learnings from the 'life as a buyer' section of the program to develop a weekly flash report that focussed on weekly sales results vs buyer forecast as well as the projection for sales by week for the full plan. The flash report also summarised the key issues for any miss to target, with suggested actions to resolve – all sent through when the buyer needed it for internal meetings.

Outcome

As a result activity was upgraded which is expected to deliver a +5% result to plan. The NBM also used their buyer profiling and communication preferences learning to ensure the information presented fit their HBDI profile.

have learned into real life actions in their workplace.

Executing a change in promotional strategy through creating a compelling category and commercial plan.

The Challenge

The NBM of a major impulse category wanted to review the promotional program and investment for a major retailer.

Action taken

The NBM leveraged their learnings from the Category Management & Commercial Management programs and reviewed the commercial and category outcomes of the current promotional program (and broader Joint Category Plan) to change the focus of the plan and investment. This led to a renewed focus on improved availability with solutions to address margin accretive NPD and a shift to fewer, more effective promotions.

Outcome

A differentiated promotional strategy and NPD plan for the customer that significantly exceeded internal profit targets, achieved 20%+ growth and increased the customer margin by 200+ BPS.

Negotiation Planning delivers strong ROI.

The Challenge

A delegate wanted to present an incremental opportunity to their customer which extracted benefit without over investing.

Action taken

Utilising the Balance of Power framework discussed in the program, they were able to understand which elements of the forthcoming negotiation they would be able to leverage in order to deliver an improved result for their business. By pre-planning their initial steps and what they believed their customer's position would be, they had greater control and confidence in the negotiation.

Outcome

They were able to gain agreement on the opportunity and invest less than they had planned for. This enabled them to look at further opportunities to deliver additional growth for their customer and business.

Course Details

Designed specifically for FMCG, with real FMCG case studies and the latest Australian and global insights and practices, the Australian Grocery Academy program is broken down into four core areas:



Program 1:

Insight Based Selling & Category Management

Utilising data effectively and leveraging consumer, shopper and commercial insights to proactively identify and capitalise upon the category levers for joint growth.

Program 2:

Commercial Management

Understanding customer metrics and how to manage the P&L and all trade investments to deliver improved net revenue realisation.

Program 3:

Advanced Customer Management & Negotiation

Building exceptional customer management, commercial selling and negotiation skills to mitigate risk and ensure strategic alignment and sustainable, high value relationships.

Program 4:

Highly Effective Personal Performance

Developing an effective personal performance style and leadership behaviours to ensure successful commercial, customer and team management.

" Program design was just what we were looking for....now that members of my team have attended we couldn't be happier."

Nigel Parsons,
Commercial Director
Australia Mondelez

Progress and learning is supported by individual coaching and mentoring sessions along with group learning forums, which encourage peer to peer reflection and best practice sharing, all ensuring that the delegate can understand and successfully apply the theories in their roles.





"The Category Development and Commercial modules of the Program proved a great way to fast track the development of some of our highest potential sales talent, helping them to connect the dots across between different information sources, see the bigger picture and develop insights to deliver mutual growth for our customers."

Nicola Richardson,
Sales Director
Lion Dairy & Drinks

Course Scores & Reviews

Delegate feedback ratings have been nothing short of fantastic.

PROGRAM	MELBOURNE		SYDNEY	AVERAGE
	1	2	1	
I would recommend the Program to a colleague	4.7 / 5	4.4 / 5	4.4 / 5	4.6 / 5
My learning objectives were fully met	4.3 / 5	4.2 / 5	4.1 / 5	4.2 / 5
The quality of the facilitators	4.9 / 5	4.9 / 5	4.9 / 5	4.9 / 5

The Australian Grocery Academy is a major FMCG industry initiative that the AFGC has pioneered and that is already having a significant impact on businesses.

It's a highly contemporary, industry specific and rigorous program journey spanning 12 months via 4 bespoke modules. Covering the key things your Sales and Category teams need to understand and be accomplished in to work most effectively with your major retailers.

There are Programs running throughout the year in both Melbourne and Sydney, the next Melbourne Program commences in July and Sydney in September 2018.

Once the Program is completed, all delegates can access additional support to continue and embed learning:

- Online resources
- 360 feedback on action plan success
- Coaching
- Group learning forums

For further information please contact us:

info@theaustraliangroceryacademy.com.au

Paul Bull

M: 0407 114 493

paul.bull@realworldmarketing.com.au

www.theaustraliangroceryacademy.com.au