

Program 1. Insight Led Selling & Category Management. Detailed Agenda Day 1

Day 1		
AM	Program Overview	<p><i>Understand the Learning Cycle Framework & Course System, Case Study and Theory approach. Understand the leadership model.</i></p> <p><i>Explain all course components – coaching, mentoring and group learning forums. Explain commitments to ‘pass’ the course.</i></p> <p><i>Course overview - Know how to utilise a broad range of category, consumer, shopper & commercial insights to proactively identify and capitalise upon the category levers for joint growth</i></p>
	Introduction to Category Management	<p><i>Understand the origin, development & current state of Category Management and how Category Management underpins Retailer – Supplier business relationships.</i></p> <p><i>Understand how retailers and suppliers approach Category Management</i></p> <p><i>Describe how Category Management can fit into business planning & approaches to integration</i></p>
PM	Understanding & Using Data	<p><i>Understand the available sources of data in the marketplace and the application and benefits of these. Sources of data & insights</i></p> <p><i>Insights in the world of ‘big data’. The benefits & challenges of data & insights</i></p> <p><i>Understand common issues & opportunities unlocked by data</i></p> <p><i>Identify key business challenges to solve and the role data can play in solving these challenges.</i></p>
	Category Assessment: Insights into Action	<p><i>Understand the need to ensure commercial initiatives have a strong insight base and how to construct & follow an insight to action process</i></p> <p><i>Understand how to assess data to distil key insights and opportunities from the data. Identifying and evaluating opportunities</i></p> <p><i>Understand how to analyse Category performance and the sources of opportunity for improved Category performance</i></p> <p><i>Explain how to analyse category performance utilising a hypothesis method to drive efficiency in analysis</i></p> <p><i>Build a commercial story using multiple data sources including the key shopper metrics retailers care most about.</i></p>

Program 1. Insight Led Selling & Category Management. Detailed Agenda Day 2

Day 2		
AM	Recap	<i>Recap of key points from Day 1. Questions.</i>
	Category Assessment: Insights into Action	<i>Continued from Day 1</i>
	Retailers Perspective - Category Role.	<i>Explain the Category Role framework and the implications for retailer in store execution. Marketplace examples discussion.</i>
AM	Developing a Category Growth Strategy	<i>Understand how to develop Growth Drivers and leverage to drive retailer collaboration. Explain what a compelling Category Growth story requires & create key insights headlines into a 'case for change'.</i>
		<i>Develop Category Growth Drivers, key inclusions and how to use.</i>
PM	Category Definition & Segmentation.	<i>Understand how to define Categories from a consumer and shopper needs point of view and understand retailer operational constraints Understand how to segment Categories and the benefits of Segmentation Understand Supplier role and how to ensure alignment of marketing and sales initiatives to Supplier role Understand Portfolio Strategy and Brand Strategy in a Category context</i>

Program 1. Insight Led Selling & Category Management. Detailed Agenda Day 3

Day 3		
AM	Recap	<i>Recap of key points from Days 1 & 2. Questions.</i>
	Path to Purchase Assessment	<i>Understand the concept of a path to purchase approach to identifying opportunities and issues to improve category performance in store.</i> <i>Describe shopper segmentation approaches and the benefits and uses of segmenting shoppers</i> <i>Explain how to target Shopper Missions and barriers.</i>
	Category Execution & Tactics	<i>Understand Category Strategy and Tactics Frameworks and how to unlock Category in store opportunities</i> <i>Describe the major levers to & how they connect to the conversion funnel. Understand how to bring the Growth Strategies to life, over time, in a prioritised way.</i> <i>Explain the importance of ranging in reaching retailer and category objectives Merchandising evolution (including clustering) and enlivenment. Understand retailer requirements and operational needs.</i> <i>Understand what Shopper Marketing is and how it fits as part of Category Management.</i> <i>Describe the evolution of Promotions in the marketing mix and the impact of different type of mechanics.</i>
PM	Retailer Engagement	<i>Retailer Specific Approaches - understand retailer specific approaches & frameworks</i> <i>Tailoring to Customers</i> <ul style="list-style-type: none"> • <i>Incorporating Specific Insights</i> • <i>Tailoring to retailer Strategy & Needs</i> • <i>Connecting Category to the JBP</i>
	Action Planning	<i>Sign off Personal Action Plans & enter into Tracttion system.</i> <i>Course review</i>