



**MANUFACTURER
FUNCTIONAL TRAINING
COURSE DESCRIPTIONS**

Manufacturer Consulting Functional Training Areas



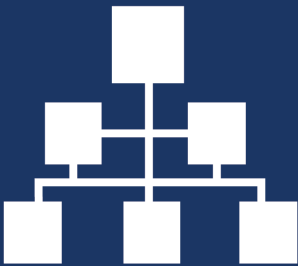
Brand & Shopper
Marketing



Strategic
Customer Planning



Customer Account
Management



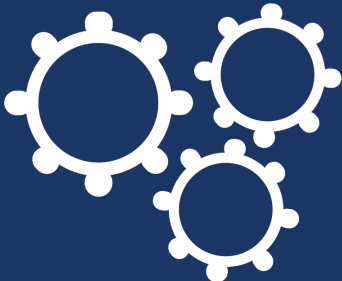
Category Leadership



Digital Marketing



Brand Management



Supply Chain

Manufacturer Consulting Functional Training Areas


Brand & Shopper Marketing Course Descriptions

Brand & Shopper Marketing	
Course Name	Course Description
Shopper Marketing Foundation - Creating a Shopper Marketing Plan	This workshop shows participants how to create a Shopper Marketing plan, that can be for a channel or customer specific. It utilises '3D' thinking to show how to map shopper understand at usage, pre-store and in store stages, and translate this into a tailored shopper marketing plan. The workshop covers matching the 'right' activation opportunities to the insights and how to measure the success of the plan through understanding the changes in shopper behaviors.
Shopper Department Marketing	This workshop shows participants how to create a Shopper Marketing plan at the Department level, that can be for a channel or customer specific. It utilises '3D' thinking to show how to map shopper understand at usage, pre-store and in store stages, and how to link different categories and shopper targets across a department. The workshop covers matching the 'right' activation opportunities to the insights and how to measure the success of the plan through understanding the changes in shopper behaviors.
Advanced Shopper Marketing - Social & Digital Marketing	This workshop looks to develop skills in hands on digital marketing planning techniques. Participants will use a real-life example to develop or refine a digital marketing plan for a given retailer for seasonal planning for a business unit. Sessions are "coaching" centric with step by step planning to complete a Digital Planning strategy and plan. The final output is some stronger digital plans with more clarity on execution and increased ROI for the supplier and the retailer.
Deeper Shopper Insights Creation and Planning	This workshop looks in depth at understanding shoppers and their needs in a category. The workshop identifies the 'deep dive' business questions and looks at tools and techniques to enable teams to answer these questions. The workshop concludes by providing guidance and support on where best to leverage these new insights across marketing, shopper, category and sales teams, to create 'joined up' plans to meet the shoppers needs.
Using Loyalty Card Data in your Shopper Marketing Plans	This workshop provides an understanding of shopper behavior and segmentation utilising loyalty card analytics. This workshop will introduce participants to the various methods and criteria by which shoppers can be segmented and will address how to translate loyalty card insights into action in developed shopper marketing plans. The workshop will explore retail loyalty marketing programs: how the best are dependent on good segmentation and how they can attract, maintain, and enhance the shopper/retailer relationship.



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Strategic Customer Planning Course Descriptions

Strategic Customer Planning 	
Course Name	Course Description
Building Foundation Customer Knowledge	This workshop provides a detailed review of an effective Customer Profile, and explains how it's important in the overall Customer Planning process. The modules in the workshop provide the foundation of the core components and a detailed view of the information required for each component. The workshop also demonstrates how developing an effective Customer Profile will help you be more successful both with your customer, and with your internal Sales and Marketing teams in developing plans to drive positive business results.
Foundation Account Planning	In this workshop, you'll learn about account planning techniques required to conduct business planning for customers who are not at the joint business planning (JBP) level. This workshop builds fundamental learnings on Account Planning, with exposure to concepts and planning tools to drive a higher level of thinking and collaboration with customers. The goal is to develop plans that deliver revenue and profit growth, and improved in-store results.
Creating Joint Business Plans	In this workshop participants, will review the current state of Joint Business Planning vs. characteristics of industry Best Practices and learn how to achieve the concept of Joint Value Creation. Participants will then learn an approach to assessing and deploying various levels of strategic partnerships based on the relative value each partner provides to the organization. The workshop will review in detail the most recent industry Best Practice approach to Joint Business Planning to include supporting tools and templates. Finally, participants are provided the opportunity to develop an action plan on how to upgrade the JBP capabilities within their organization and with key business partners.
Advanced Strategic Customer Planning	In this workshop, participants will learn about advanced business planning techniques required to conduct more complex business planning than at the foundation level, or for customers who are not at the joint business planning (JBP) level. This workshop builds on fundamental learnings from other workshops, with exposure to advanced concepts and multiple analysis and planning tools to drive a higher level of thinking and collaboration with more sophisticated customers. The goal is to develop plans that deliver revenue and profit growth, and improved in-store results.
Account and Category Planning Co Creation and Alignment	In this workshop participants, will develop a process and approach for closer collaboration between sales and marketing teams to ensure that their account and category plans are aligned. The workshop looks to develop a common insights platform from which both account and category strategies are developed, that ensure the customer experiences a coordinated and complementary go to market plan from the manufacturer.
Establishing Industry Thought Leadership	In this workshop participants, will learn steps—through hands-on practice and case studies—that can be taken to position an organization as a true CPG industry thought leader. They will be exposed to approaches used by companies successful in positioning themselves as thought leaders, and as a consequence, how those companies prospered. They will also learn how to assess their organizational readiness, how to select and collaborate with partner companies, the importance of senior leadership support, and how to avoid the risks associate with shaping unrealistic expectations.
Supply Chain for Account Managers	This workshop provides a basic overview on the framework and methodologies used in Supply Chain Planning to forecast demand and calculate inventories; included in the workshop will be key industry calculations for forecasting and inventory KPI's. This workshop also creates a working knowledge on the impact of forecasting and inventory on business functions and processes. Throughout the workshop, you'll have simulations and exercises to test your knowledge.

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Customer Account Management Course Descriptions

Customer Account Management	
Course Name	Course Description
Modern Selling Skills	This workshop delivers to participants the foundation process and skills to enable them to sell to their customers. The approach works in all customer situations and participants will learn about this 'needs based' approach to selling, and how to adapt it to different buying styles and situations. Participants will learn how to create effective 'sales stories' and the differing and creative ways of telling those stories, to ensure the maximum impact for their sales efforts.
Category Based Selling	This workshop is built to help category and sales teams understand how they can work better together to deliver a joined-up approach to the selling of the manufacturers brands. The workshop looks to provide the tools and techniques to show how to match category opportunities to brand solutions and how to position these in the most effective way with chosen retailer partners. The workshop also explores the challenges of managing conflicts when the category strategies and opportunities don't match the manufacturers brand ambitions.
Executive Selling - Top to Top	This workshop is designed for senior executives to understand how to better understand and meet the needs of their 'top to top' counterparts. It introduces tools and techniques to create better executive understanding, and how to translate these into compelling and relevant sales stories that are appropriate for senior level meetings and dialogue.
Effective Insight-Driven Selling Skills	This workshop builds on Modern Selling Skills to explore in depth how fact based arguments can deliver greater sales success. The workshop uncovers what good fact based arguments look like, how to build them, and how to effectively deliver them into your selling stories and approaches.
Negotiating to Win	This workshop gives participants proven negotiation techniques that identifies your negotiating strengths and how to optimise them, and overcome any weakness. The workshop covers topics such as identifying needs and objectives, setting realistic targets, anticipating objections and tactics, preparing and planning for negotiation, and how to plan and deliver concessions effectively in order to close the deal.
Advanced Negotiation - Top to Top	This workshop is designed for senior executives to understand how to better negotiate with their 'top to top' counterparts. It introduces tools and techniques to create better executive negotiation understanding, and how to translate these into compelling and relevant negotiation strategies that are appropriate for senior level meetings and negotiations.



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Category Leadership Course Descriptions

Category Leadership	
Course Name	Course Description
Foundation Category Management	This workshop is designed to review the purpose, rationale and evolution of the industry's best practices in Category Management. Participants will build awareness on the initial need for Category Management, the initial focus of Category Management and the resulting industry impact. Participants will also explore the changes in the industry landscape that drove the need for an updated approach to Category Management (Category Leadership) with a brief overview of the new process.
Advanced Category Management - Category Leadership Process	This workshop provides a step-by-step description of how top industry practitioners are approaching the next generation of Category Management through the Category Leadership Planning Process that has been built to leverage the strengths and address the opportunities associated with earlier Category Management deployments. In addition, participants will learn how to apply this process within their business and with business partners. Because of the critical importance of effective implementation, additional time is spent reviewing the components that ensure Category Plans are implemented successfully.
Collaborating to Create Joint Category Business Plans	This workshop is designed to show how to successfully collaborate with suppliers to build a joint category business plan. The workshop looks at how to choose the right manufacturer partner, how to leverage their skills and capabilities, and how to use a streamlined process to get to action quickly.
Category Management Primer - Senior Executive Overview	This senior executive workshop looks to explore the background to Category Management and how this vital work area can be used to developed and build value for the business. It answers questions around the organization challenges and solutions of where the function should sit, the work it should do, how this work interacts with other teams such as sales and marketing, and how to build organizational capability in the short and medium term.
Category Based Selling	This workshop is built to help category and sales teams understand how they can work better together to deliver a joined-up approach to the selling of the manufacturers brands. The workshop looks to provide the tools and techniques to show how to match category opportunities to brand solutions and how to position these in the most effective way with chosen retailer partners. The workshop also explores the challenges of managing conflicts when the category strategies and opportunities don't match the manufacturers brand ambitions.
Fundamentals of Digital Category Planning	This workshop helps Category teams understand the what and how of integrating digital insights and activities into category plans. The workshop looks at the various digital activities that impact on their category, the business questions to ask, and how to translate this knowledge into action able insights. The workshop explore how to integrate digital knowledge and activities into a category plan and finally the methodologies available to measure their success.
Category Insights into Action	This workshop provides a basic overview of key CPG industry data sources, research and analytical techniques with a focus on identifying which sources provide the best answers to specific business questions. In addition, participants will learn how to blend information from multiple sources to develop actionable insights that result in measurable business results, even in data poor business sectors. The workshop will also provide a basic overview of key measures used across the Industry to help ensure more effective planning between suppliers & retailers, and will introduce a helpful tool for framing analytical work, the "5 Cs Toolbox". Throughout the workshop, participants will be provided real life examples with activities to test understanding & knowledge retention.
Fundamentals of Assortment Planning	This workshop provides background about the importance of effective assortment management for both distributors and suppliers and how assortment management sits within the Category Leadership Planning process. Participants will learn to apply the best practice Efficient Assortment process to minimize duplication and maximize variety in category offerings, enabling the best possible assortment decisions based on consumer and shopper preference and financial pay out.



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Category Leadership Course Descriptions

Category Leadership	
Course Name	Course Description
Fundamentals of Shelf Management	Discover how shelf management can effectively convert a store shopper into a category buyer. Participants learn the importance of effective shelf management to retailers and suppliers, the critical elements that drive effective shelf management, and how shelf management sits within the Category Leadership Planning process. Participants will learn in detail the best practice Shelf Management Process that can be applied across all categories within the stores to drive both shopper behavior and operational efficiencies.
Fundamentals of Retail Price and Promotion Planning	This workshop will provide participants with “hands on” application across retail pricing as well as promotion strategies and tactics. Various retail practices affect manufacturers, and shoppers, differently. Understanding “why” and “how” a specific retail strategy is executed in these “2 P’s” enables trade partners to more effectively compete. Importantly, trade partners strive for differentiation in order to drive more shopper trips and purchases to their store and products/ services.
Shopper Marketing Foundation - Creating a Shopper Marketing Plan	This workshop shows participants how to create a Shopper Marketing plan, that can be for a channel or customer specific. It utilises ‘3D’ thinking to show how to map shopper understand at usage, pre-store and in store stages, and translate this into a tailored shopper marketing plan. The workshop covers matching the ‘right’ activation opportunities to the insights and how to measure the success of the plan through understanding the changes in shopper behaviors.
Category Tactical Blueprint & Initiative Development	This workshop is designed to show how to translate category strategies into tactical blueprints, for different channels and shopper clusters. The workshop looks at the specific business questions used to gain greater knowledge of tactical opportunities, and how to translate these into blueprints that can be used across the organization. Finally, the workshop looks to show how to develop the big initiatives that can deliver the category blueprints that have been developed.
Category Plan Implementation and Review	This workshop gives participants the tools, techniques and scorecards to ensure that the category plan is not only implemented but its success measured and managed. The agenda looks at common implementation challenges and issues, and offers techniques and approaches to overcome them. An industry beat practice scorecard and review approach is provided and participants understand how to tailor and use this in their business situation.

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Digital Marketing Course Descriptions

Digital Marketing 	
Course Name	Course Description
Digital Marketing 101	This workshop provides a foundational level exploration of Digital Marketing. Upon completion of this workshop you should be able to define Digital Marketing, review the evolution of Digital Marketing, understand Customer Relationship Management, explain the digital shopper journey, and the planning process for Digital Marketing.
Digital Enabled Shopper Marketing	This workshop explores the impact of today's digitally savvy and Omni-channel shopper and how they are changing retail marketing. After completing this workshop, you will be able to define and explain concepts such as Mobile Commerce, Webrooming, Showrooming, Price Transparency, and Dynamic Pricing.
Digital Merchandising	This workshop explores the basics of Digital Merchandising. Participants will learn about the process of managing presentation to shoppers digitally, and how this differs from the physical world. After completing this workshop, you will be able to define the concept, understand the Ecommerce funnel, review financial metrics, explore and audit the anatomy of website, and review key tips and tricks to digital merchandising.
Mobile Marketing	This workshop provides a foundational level of understanding of mobile usage trends, mobile marketing methods, mechanics, campaigns, success metrics and ROI. The agenda covers the role of and types of mobile marketing, the process for developing targeted messaging and how to identify and manage the key mobile metrics and understand how to measure ROI.
Email Marketing	This workshop explores the basic concepts and process of Email Marketing, and how this fits into an overall marketing strategy and plan. The workshop covers key steps such as how to define the concept of the campaign, understanding the importance of e-mail marketing in meeting the target shoppers needs, reviewing the strategic role of email, and uncovering the anatomy and process of email marketing.
Search Marketing	This workshop builds a foundational (stretching to advanced) level of understanding of Search Marketing planning (SEO, SEM and Onsite Search). This includes the mechanics, campaigns, success metrics and ROI. Key areas covered include the role of search marketing, the anatomy & mechanics to use, the process for paid search, the process for SEO, and developing the metrics & ROI of search marketing.
Social Marketing	This workshop builds a foundational (stretching to advanced) level of understanding of Social Marketing. This includes the mechanics, campaigns, success metrics and ROI of Social Marketing campaigns. Key areas covered include the role of social marketing, the anatomy & mechanics to use, the process for social marketing planning, and developing the metrics & ROI of social marketing. After completing this workshop, you will be able to define the concept, understand the importance, and review the key forums of social media.

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Brand Management Course Descriptions

Brand Management	
Course Name	Course Description
Building your Brand Equity and Positioning	This workshop will build the participant's awareness and understanding of Brand Equity (product and retail banner) and competitive Positioning and how they can influence Perception and Loyalty to a product and/or a retailer. Participants will gain a greater appreciation for how various business planning choices and their execution can impact Equity and Positioning for a brand or banner.
Developing the Marketing Plan	This workshop will provide participants with an understanding of the core elements of Best Practice Marketing Plans. They will learn how to build an integrated plan that brings your brand positioning to life via Product, Pricing, Customer and Communication Plans to help ensure long term, in-market success.
Developing the Digital Marketing Plan	This workshop provides a foundational level exploration of Digital Marketing Planning, and how this fits into the overall Marketing Plan. Upon completion of this workshop you should be able to define Digital Marketing, review the evolution of Digital Marketing, understand Customer Relationship Management, explain the digital shopper journey, and the planning process for Digital Marketing.
Managing Agency Relationships	This workshop shares the best practice approach to creating a great partnership to get the best work with your agency partners. Learn the tools, methodologies and approaches that are critical to achieving excellent performance from your Marketing/Advertising Agency/Partners and to building and maintaining a first-class working relationship. Understand the Agency Structure - Roles and Responsibilities. Learn how to create a sustaining partnership that consistently delivers results.
Fundamental Analytics for Brand Managers	Participants will gain hands on experience analyzing key performance metrics for a brand and its product line. They will learn a simple, but disciplined and powerful way to analyze and synthesize multiple types of data that lead to key actions. The course centers on common metrics for each of the 5C's - Consumer, Company, Category, Customer/Channel and Competition with a deeper dive on understanding key consumer and communications metrics - what they mean and key implications for each.
Creating Compelling Creative Briefs	This workshop will provide participants with an understanding of the importance of the creative brief and the implications of getting it 'right'. Understand the critical components and "must haves" included in the creative brief. Learn how to write simple, yet powerful, precise and clear statements for each critical component of the creative brief. Learn how the brief can be a motivating tool for the creative team.
Developing and Evaluating Effective Brand Communication	This workshop will help participants understand the 'must have' prerequisites for all types of Creative development that are the foundation for high quality evaluation, feedback and ultimate execution. Provide a methodology and tools that allow clear, objective-based evaluation and motivating feedback. Understand, from the creative's perspective, how it feels to receive feedback, and the importance of a respectful dialogue in helping ensure better results. Understand how to share effectively what you think, what you want (not how to do it) and what you expect next from Creative partners - in the end, it's all about the creative idea
Brand and Category Planning Alignment	In this workshop participants will develop a process and approach for closer collaboration between marketing and category teams to ensure that their marketing and category plans are aligned, and working to common objectives. . The workshop looks to map brands to category plans, and identify opportunities for further growth, and challenges and issues to manage, before proposing solutions to customers. In the workshop participants work to develop a common insights platform from which both marketing and category strategies are reviewed, that ensures the customer experiences a coordinated and complementary go to market plan from the manufacturer.



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Supply Chain Course Descriptions

Supply Chain	
Course Name	Course Description
On Shelf Availability Improvement	Over the past 20 years, as assortments and departments have expanded across channels and as retail labor has become stretched thin, out of stocks have increased despite the best efforts to find technological silver bullets. This course will help you understand the tools and approaches to improve out-of-stocks within your organization and across trading partners. By the end of the course, you'll be able to quantify the impact of out-of-stock failures and apply a proven improvement methodology. The course addresses the financial impact of out-of-stock failures, the fundamental causes of out-of-stocks, and the best practices for improving in-stock performance, including many practical examples and a simplified approach to improving out-of-stocks across trading partners.
Joint Value Creation Through Improving the Supply Chain	Although demand creation is a constant focus across all manufacturers and retailers, industry leading companies are exploring opportunities within their value chains to eliminate waste in capacity, product, and time to more effectively serve their customers. Occasionally referred to as Customer Focused or Demand Driven Strategies. This course teaches a methodology to assess value opportunities across a customer base, develop internal supply and demand roadmaps to unlock value, and a methodology to apply efficiencies generated through optimization to deliver value for you and your customers.
Supplier Business Development	Delivering sustainable competitive advantage via gross margin enhancement continues to be a key challenge for product supply officers and Chief Financial Officers. If managed proactively, key strategic suppliers can help deliver cost of goods savings and product and process innovation. In addition, global supplier-managed networks are increasingly required to deliver optimal cost, cash and service metrics while also delivering quality and environmental assurance. Developing cross-functional relationships with key global suppliers is mission critical to deliver exponential value, from product & package design to customer/consumer delivery. This course focuses on developing and executing a supplier sourcing assessment, joint supplier-manufacturer business planning methodologies and a methodology to better understand organizational implications to bring strategic relationships to life.
Improving Perfect Order Reliability	A reliable Supply Chain ensures that merchandise flows from suppliers to the shelf in an efficient manner. While the need for Supply Chain reliability has long been understood; leading retailers are implementing Supply Chain Reliability programs that drive performance in key supply chain metrics (fill rate and on-time arrival). Penalties are charged to Suppliers on shipments that don't achieve certain thresholds (early, late and short). This course teaches how to embed a perfect order mentality across functions and departments, establish the correct in process measures to deliver on time, case fill and payable invoice results. The course also focuses on developing corporate Perfect Order Reliability workplans to deliver top tier performance.
Sales and Operations Planning (S&OP)	Superior customer service is a key differentiator for suppliers who are winning in today's competitive market place. The challenge for suppliers is in balancing demand and supply without having to hold excessive on-hand inventories. In this workshop, participants will learn how to design and develop a reliable and repeatable S&OP process that synchronizes demand and supply and provides an accurate view of short and long term financial outlook. This workshop offers participants an in-depth understanding of critical process steps, associated inputs and outputs, organizational structure and KPI's that are necessary to create a best in class S&OP process within their own companies.



CONTACT

It's often important that teams experience in person new approaches, tools and ways of working to quickly embed new skills and behaviors. We believe it's crucial that these functional training workshops are delivered with the opportunity to not just learn but experience the new concepts that are art of the workshop.

We also believe in 'action learning' helping teams translate their learnings into live actions and outputs as they learn.

We have exceptional functional experts with years of experience who have created our face to face training. They have successfully managed the functions or organizations that are the targets of our clients programs. We can create an integrated, sequenced competency development program leveraging the 70-20-10 blended learning model including:

- Instructor Led Workshops
- Experiential Learning
- Micro - Video Learning
- E-learning Curriculum

For more information about TPG Training please visit www.thepartneringgroup.com or contact TPG at 513-469-6840.

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