

# Category & Account Management Training For Alexo Candidates



# The Key Benefits:

Bringing recruitment & training together



Allowing you to broaden your talent pools and hire higher potential candidates who may have skills gaps, by training them effectively to reduce the learning curve.



Highlighting and identifying learning and development opportunities.



Creating a standard for category & commercial knowledge and skills in teams.  
*(Get members of teams on the same page with knowledge, language, skills & approach)*

Complimentary access to Catology's open programmes for sales and category candidates placed by Allexo.

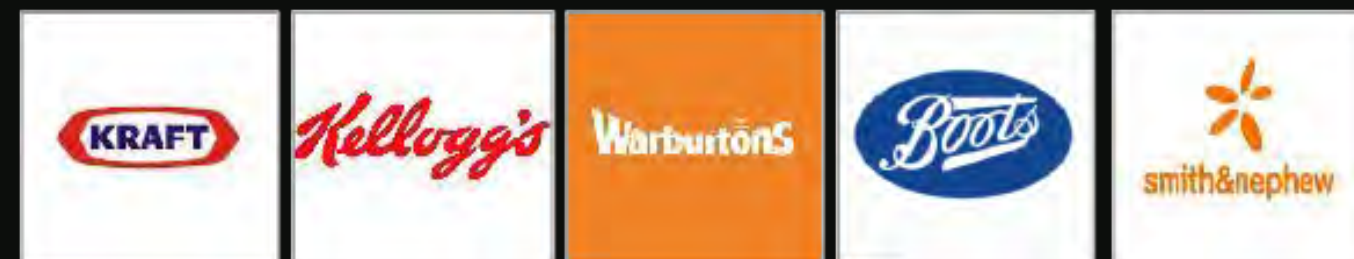
*(RRP £699)*



# The Catology Training Team



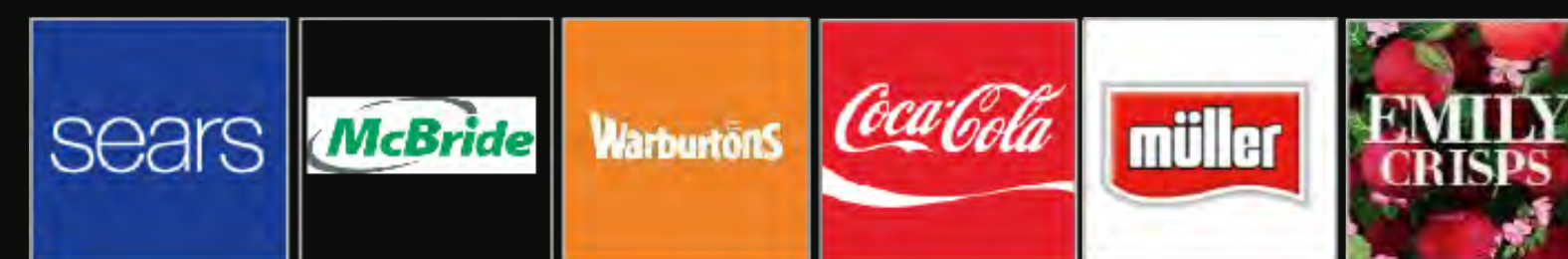
**David Tittensor**  
Co-Founder, Catology



With over 30 years in FMCG including a decade spent in commercial leadership roles including 6 years as UK Category Director, a coach, trainer, international conference speaker and University guest lecturer



**Sarah Miskell**  
Co-Founder, Catology



With over 35 years in FMCG, 15 years at Director level as UK & European Category Director, CSR Director & Marketing Director, a coach, trainer, ECR Global Steering Group member and University guest lecturer



**Chris Milton**  
Associate Consultant



With over 30 years in FMCG Highly experienced Sales Director, a Retail & Shopper Expert, Sales Trainer and Executive Coach



**Caroline Yeatman**  
Associate Consultant



With over 29 years in FMCG, a highly experienced Senior Buyer, Category Controller, Consumer and Shopper Insights expert and trainer



# Category Management Open Programme

## Module 1 2.5 hours

### INTRODUCTION TO CATEGORY DEVELOPMENT

We begin by setting the context for Category Development and explore the key concepts of the Triple Win and how value is created.

We explore the importance of understanding the Consumer-Shopper and how to influence the right behaviours to change in order to drive Category Growth.

We look at the ways we can identify headroom for growth.

## Module 2 2.5 hours

### CATEGORY STRATEGY

In this module we explore what a Category Strategy is in greater detail, understanding the process of creating one, including Category Definition, Category Role, Market Assessment and Category Performance.

We explore Category Drivers and SubDrivers and how we use them to inform category plans.

We learn how to bring a Category Strategy alive with tactical and implementation planning and how to partner with Retailers for maximum success.

We will discuss how Category Strategy helps steer ranging decisions.

## Module 3 2.5 hours

### DATA TO INSIGHTS TO ACTION

In this module we explore all the different data sources and types and understand the reasons behind why we use each type

We explore what an Insight 'is' and what it 'isn't' and we teach our method of insight creation and testing hypotheses

We explore how to get from Data to Insight to Action and to Recommendation by a series of 3 steps:

1. Data to Insights by answering Key Business Questions
2. Insights to Action by understanding the strategic plan and identifying the behaviours to influence
3. Actions to Recommendations that are relevant and quantified

## Module 4 2.5 hours

### CATEGORY BASED SELLING

In this module we explore the Buyer's World and how to collaborate with retailers.

We learn the Category Based Selling (CBS) Principles and how to structure the most effective story to help the Retailer to understand the possible solutions.

We show how to generate a Point of View on key topics and positioning them through an effective category-based narrative.

We explore the requirements of the range review process and how CBS helps to inform range and merchandising planning.

Finally we show how to bring insights alive by harnessing the Power of Storytelling



# Account Management Open Programme

## Module 1 2.5 hours

### ACCOUNT MANAGEMENT

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We begin by setting the context for Account Management in today's world.

We explore the importance of understanding Customer Relationships and how to influence to drive Business Growth.

We look at the Role and the Priorities of different customers.

## Module 2 2.5 hours

### THE CUSTOMER

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In this module we explore the Role of the Buyer and the Buyer's Buying Process.

We explore the approaches to Customer Management.

We learn about the Negotiation Process (NB: this is not a full negotiation training course - for more on Negotiation Training, we recommend you contact Merindol)

## Module 3 2.5 hours

### SELLING SKILLS

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In this module we explore all the different Data Sources and Types and understand the reasons behind why we use each type.

We explore how to get from Data to Insight to Action and to Recommendation.

Understanding the Principles of Selling.

How to unlock the Power of your Network.

## Module 4 2.5 hours

### SALES PLANNING

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We learn the Joint Business Planning Approach.

How to build a JBP.

How to plan Sales Meeting.

How to structure the most effective story to help the Retailer to understand the possible solutions.



Get in contact

Want to know see how this partnership could impact your business? **Let's talk.**



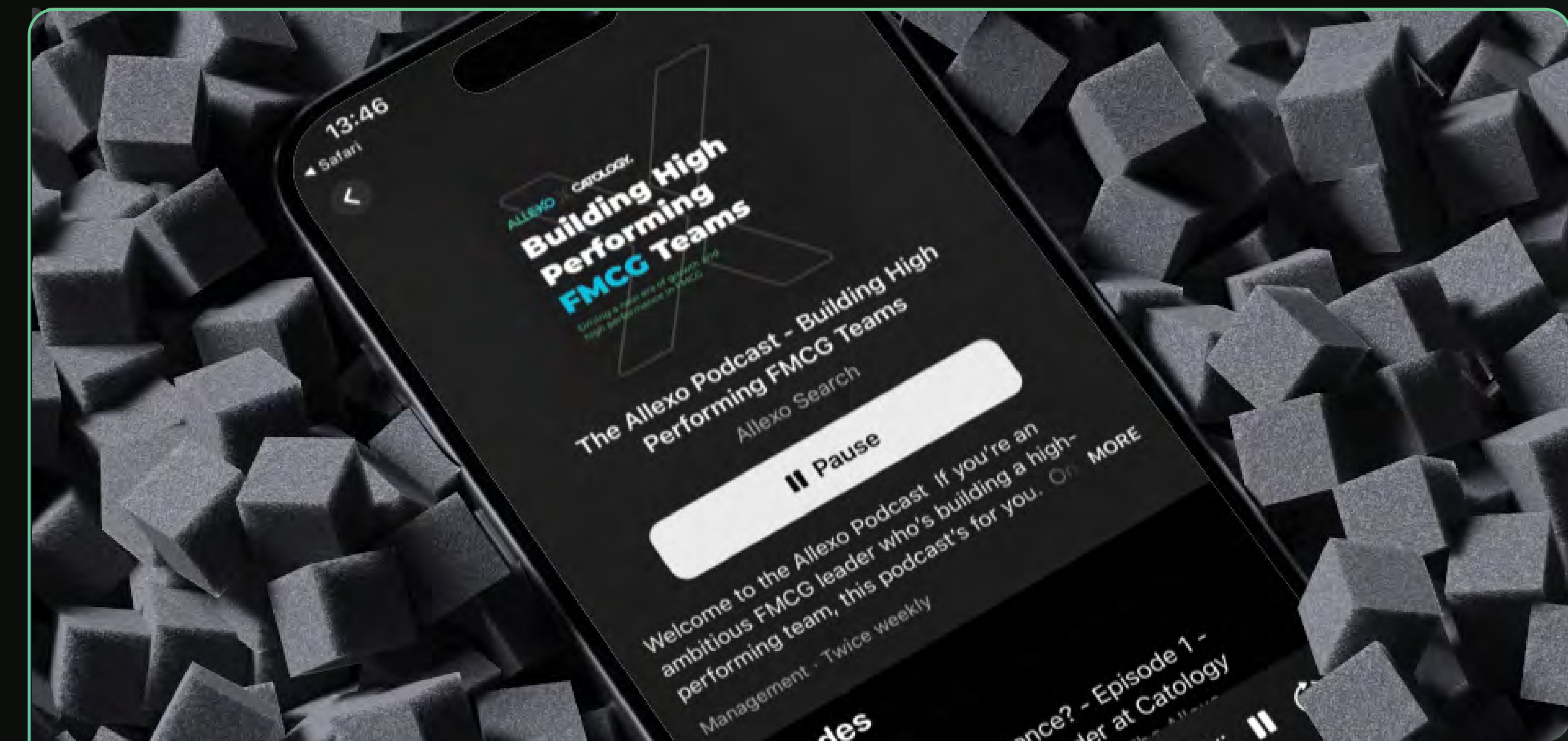
Call us

[+44 \(0\)203 133 2008](tel:+44(0)2031332008)



Email us

[rnelson@allexosearch.com](mailto:rnelson@allexosearch.com)



### The Allexo Podcast Building High Performing FMCG Teams

If you're an ambitious FMCG leader who's building a high-performing team, this podcast's for you.

Delivered in partnership with Catology, we sit down with a different industry expert to bring you their insights, experiences and advice, ready to apply to your own career, teams and business.