

Skills Delivered by Martec Learning Paths - Consumer Goods Companies



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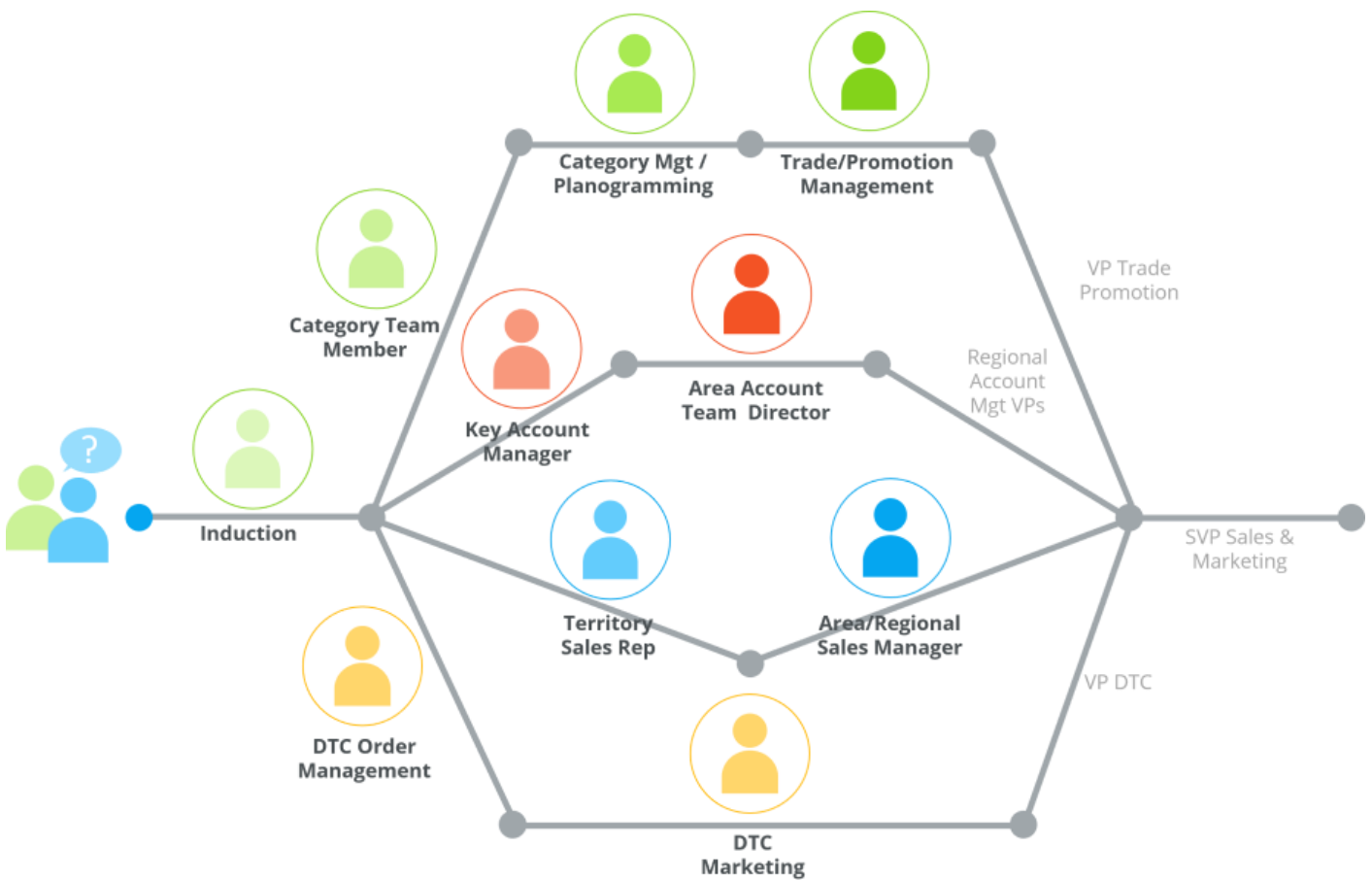
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This document summarizes Martec's potential contribution to upskilling and re-skilling in the parts of your business serving the retail industry.

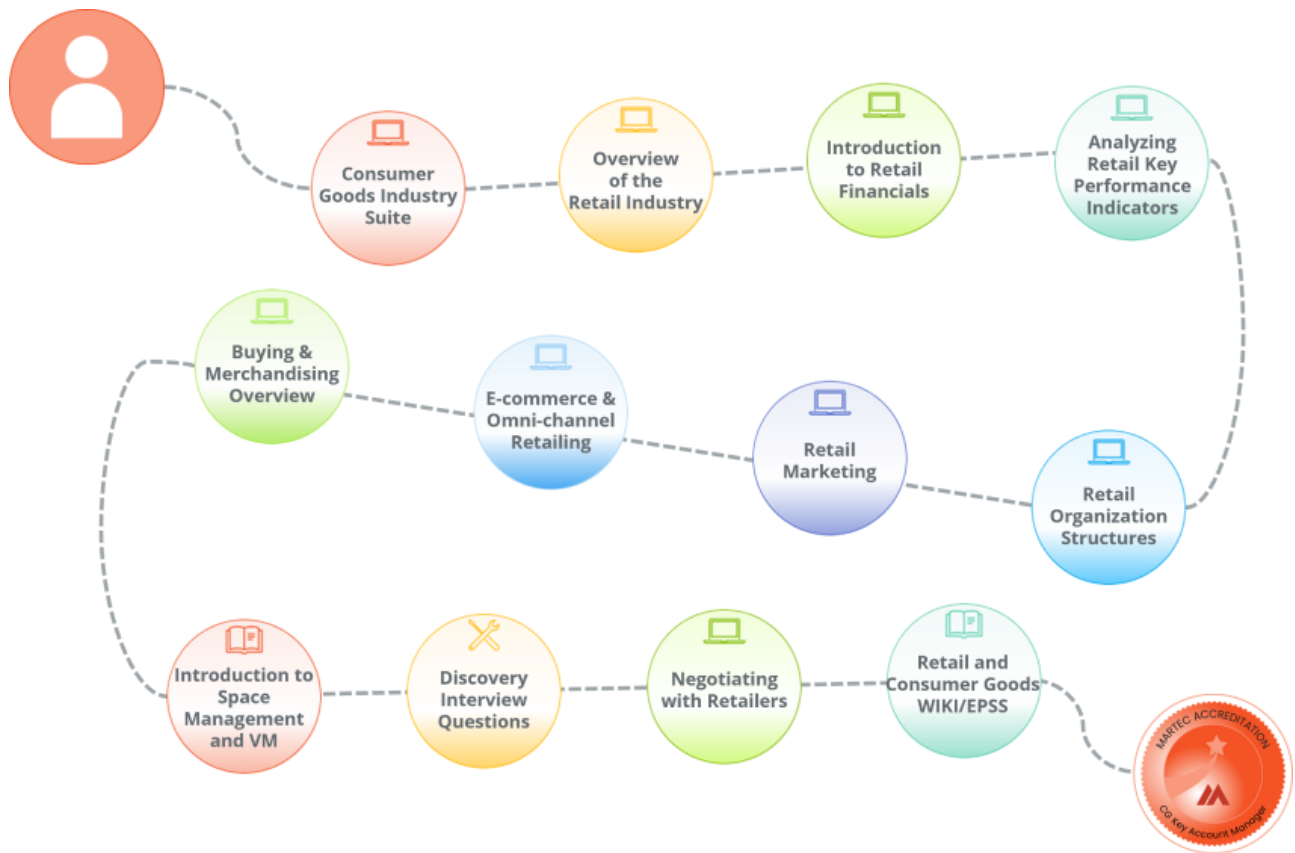
The career map shown below illustrates the major career roles within consumer goods companies. Each avatar in the diagram has a corresponding learning path made up of Martec e-learning classes and other learning experiences.

We help retailers, consumer goods manufacturers and their technology, logistics and other suppliers to grow their sales, market share and profitability, through a combination of our unique, industry specific training products, and performance support services.

We serve clients in nearly 60 countries.



An example learning path for consumer goods manufacturer key account manager is shown below. This learning path assumes the account manager has first completed the consumer goods induction learning path or gained equivalent experience in previous jobs.



When learners successfully complete a learning path and graduate all the corresponding mastery tests, they achieve the skills listed below. These are recognized in the digital badges illustrated at the end of each learning path and shown alongside the skills below.

The skills achieved by learners on the career map above are summarized by the learning paths below.

Consumer Goods Induction Learning Path



Learners completing this path have demonstrated their ability to master the following skills:

- 1 Recognize which industry segment their company is in and how it differs from others.
- 2 Identify the key trends in the industry and recognize which ones might affect the individual's new role.
- 3 Be able to describe the company organization structure, the key executives and their roles, responsibilities, and challenges.
- 4 Identify all the supply chain members that impact the consumer goods company in their specific segment and describe the dependencies in the supply chain.
- 5 Recognize the role that wholesalers and, possibly, brokers play in the supply chain.
- 6 Describe the retail segments their company services, and their relative importance.
- 7 Explain the key challenges their retail customers face, the processes that retailers operate which may impact on the consumer goods company, and where different retailer functions interact with different consumer goods company functions.

You can learn more about this learning path [here](#).

Consumer Goods Customer Services Learning Path



Learners completing this path have demonstrated their ability to master the following skills:

- 1 Develop assortment plans for different sizes of retail customer and with different characteristics.
- 2 Develop category plans for the company's products tailored to individual major account needs, or as good standards for smaller retailers.
- 3 Create demand forecasts for the company's products, for normal trading and promotional lifts.
- 4 Determine initial allocations for retail or wholesale customers to build displays, and to build stocks for upcoming promotions. Also to plan routine replenishments for retail stores or distribution centers.
- 5 Analyzing sales, gross margins, selling space utilization, and inventory consumption to identify trends, changing consumer behaviors and create better forward sales, margin and inventory plans.
- 6 Develop planograms, signage and other forms of merchandise presentation to optimize sales and customer satisfaction.

You can learn more about this learning path [here](#).

Consumer Goods Trade Management Learning Path



Learners completing this path have demonstrated their ability to master the following skills:

1	Plan and execute trade promotions to stimulate sales and drive product awareness. This involves designing promotional campaigns, setting promotional budgets, and analyzing the effectiveness of promotions.
2	Collaborate with sales colleagues, retail personnel and others as necessary to achieve the best results.
3	Negotiate terms and conditions with retailers, distributors, and other partners. This includes pricing, promotional support, payment terms, and other contractual agreements. Ensure compliance with contractual obligations.
4	Make informed decisions on pricing, promotions, and product placement using market research information on consumer trends, competitor activities and market dynamics, plus previous promotion performance.
5	Analyze sales data and achieved margins, track key performance indicators (KPIs), and generate reports to help in evaluating the success of trade programs and identifying areas for improvement.
6	Collaborate with the demand planning team to ensure accurate forecasts and adequate inventory levels.
7	Manage the budget allocated for trade-related activities, ensuring that resources are allocated efficiently and that the return on investment is maximized.

You can learn more about this learning path [here](#).

Consumer Goods Key Account Manager Learning Path



Learners completing this path have demonstrated their ability to master the following skills:

1	Research the organization of a retailer account and identify the key executive functions, their responsibilities and pain points.
2	Review a retailer's financial statements to identify trends, business challenges and suspect opportunities in the account.
3	Perform target account KPI analysis, identify further challenges, prioritize those that the company can address, and identify potential solutions.
4	Analyze the total supply chain and identify additional potential opportunities.
5	Review the company's value-added services, such as planogram development, assortment optimization, etc. for potential further areas of performance improvement.
6	Review industry wide trade promotions and retailer specific variants to help grow sales and achieved gross margin in the account.
7	Monitor trade promotion performance and execution to insure compliance with agreed promotions.
8	Develop a sales plan for the account incorporating the research above and identifying which retailer executives and managers to engage in the account management process.
9	Identify the quantifiable benefit areas for each opportunity for improvement.
10	Plan a negotiating strategy with the account when the sales activities have proceeded far enough.

You can learn more about this learning path [here](#).

Consumer Goods Territory Sales Staff Learning Path



Learners completing this path have demonstrated their ability to master the following skills:

1	Recognize trends in the consumer goods industry and in its retail customers and other changes in the supply chain, and use that information to identify opportunities to protect current business and grow new business.
2	Use sales tactics that complement, rather than clash with, retailer buying and merchandising practices.
3	Analyze financial statements and identify ways to grow sales, improve achieved gross margins, reduce expenses, and improve inventory management.
4	Identify ways to leverage the strength of their organization in achieving sales and margin growth.
5	Manage the interactions between the company and its retail customers to create win-win situations.
6	Identify ways to use the company's value-added services, such as company produced planograms, optimized assortment plans, vendor managed inventory, DSD, and automated replenishment to improve on-shelf availability and grow sales.
7	Assist retail customers in planning to exploit trade promotions as effectively as possible and achieve compliance with the terms of trade promotions, so they earn any trade financial incentives that they can.

You can learn more about this learning path [here](#).

Consumer Goods Direct To Consumer Learning Path



Learners completing this path have demonstrated their ability to master the following skills:

- 1 Recognize the scope of and identify the needs of the various job roles in the direct to consumer (DTC) organization.
- 2 Analyze financial statements and identify ways to grow sales, improve achieved gross margins, reduce supply chain and omni-channel expenses, and improve inventory management.
- 3 Analyze direct to consumer KPIs to identify where performance can be improved against competitors, peer groups and historical trends.
- 4 Review the marketing operations to improve customer segmentation, customer communications and messaging, web site execution, page and overall space allocation, promotion planning and execution.
- 5 Review customer service processes, call center processes, and evaluate the use of data analytics to reduce online fraud, shrinkage and excessively high returns levels.
- 6 Use quadrant analysis tools to identify the key IT systems in CG companies needed to support identified performance improvements in DTC operations.
- 7 Quantify potential improvements and their associated implementation costs to produce a robust return on investment analysis.

You can learn more about this learning path [here](#).