

# Skills Delivered by Martec Learning Paths - Firms Selling to Consumer Goods Companies



Martec International Ltd  
Bramley House  
Orchard Close  
Bradford-on-Tone  
Somerset, TA4 1HD, UK

+44 1823 333469

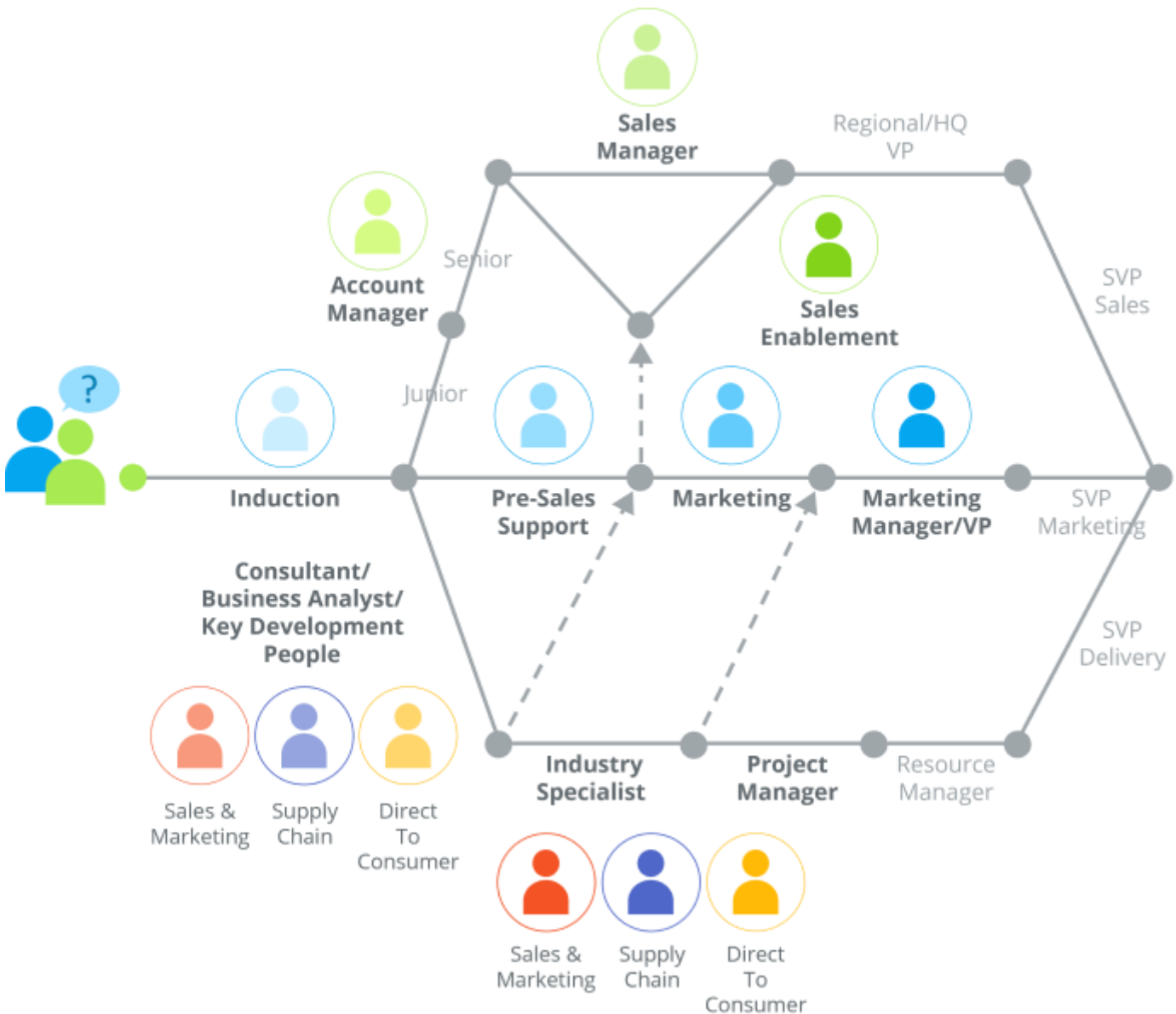
[www.martec-international.com](http://www.martec-international.com)

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

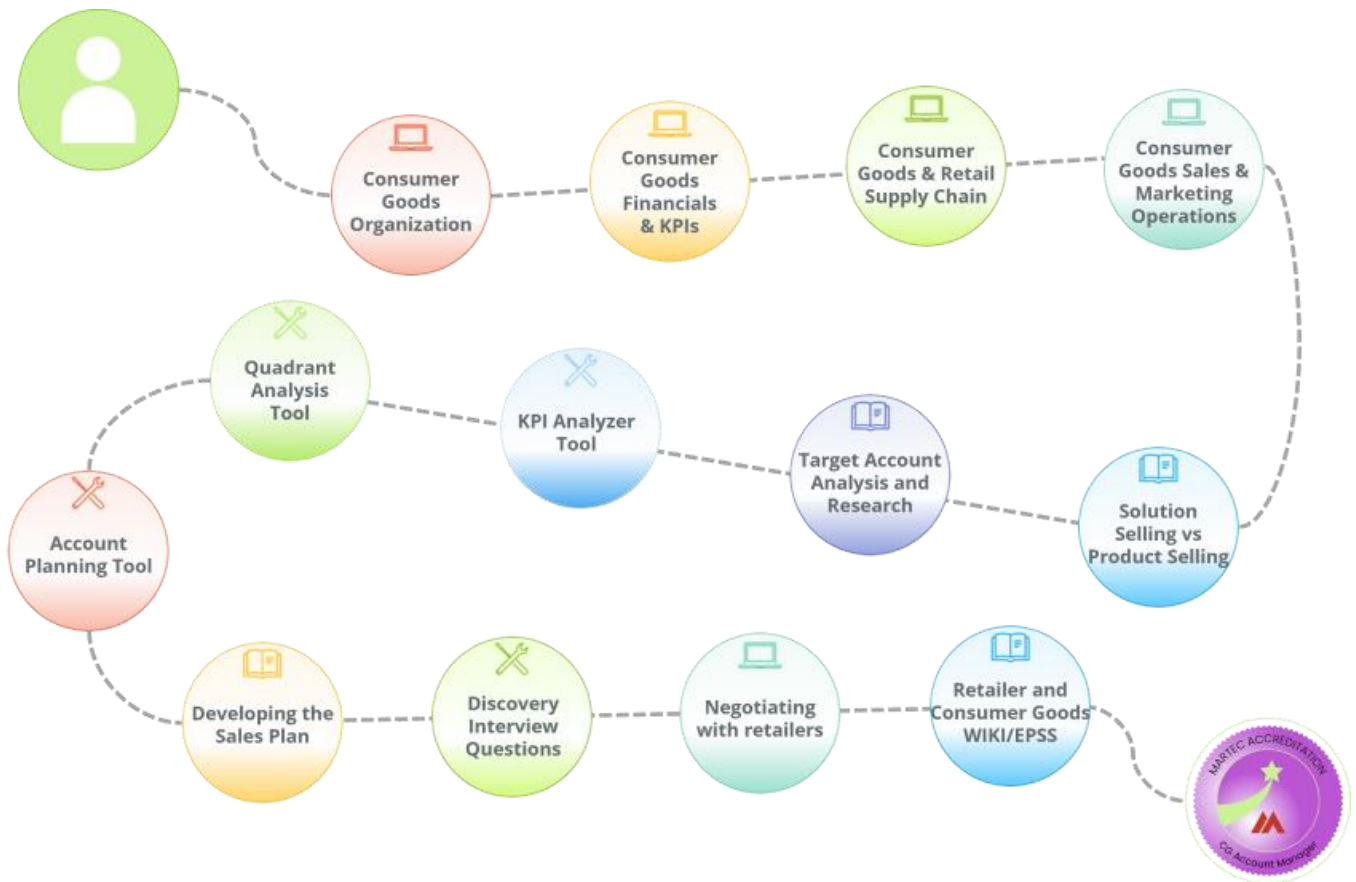
The career map shown below illustrates the major career roles within companies selling technology-based solutions to consumer goods companies. Each avatar in the diagram has a corresponding learning path made up of Martec e-learning classes and other learning experiences.

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 account manager is shown below. This learning path assumes the account manager has first completed the consumer goods retail 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	Able to describe the consumer goods industry and its main participants, including their suppliers and the retailers consumer goods manufacturers sell to, articulate a common industry segmentation, and identify key industry challenges and trends, relevant to your market segments.
2	Describe typical consumer goods company organization structures, identify the key functional departments and the relevant executives and identify their pain points.
3	Describe the complete consumer goods supply chain, the role each party plays and list the key supply chain challenges companies often face.
4	Recognize the role that wholesalers play and some of their challenges.
5	Understand the role that retailers play in the supply chain, identify the main retail segments, and list the key retail challenges and trends.
6	Describe the main retail processes that consumer goods companies have to interface into to gain a deeper understanding of their customers.
7	Be able to describe the main retail buying and merchandising processes and how consumer goods manufacturers need to dovetail into them. Be able to describe the main retail buying and merchandising processes and how consumer goods manufacturers need to dovetail into them.

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

## Consumer Goods Account Manager Learning Path



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

- 1 Research the organization of a consumer goods company account and identify the key executive functions, their responsibilities and pain points.
- 2 Review a consumer goods company'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 they can address, and identify potential solutions.
- 4 Analyze the consumer goods supply chain and identify additional potential opportunities.
- 5 Review the CG sales and marketing organization for potential further areas of performance improvement.
- 6 Develop a sales plan for the account to confirm whether suspect opportunities are real ones, plan approaches to the relevant executives for those opportunities, start initiatives to get meetings, and in conjunction with pre-sales support, create a list of meeting discovery questions for each potential opportunity.
- 7 Identify the quantifiable benefit areas for each opportunity.
- 8 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 Pre-Sales Support Learning Path



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

1	Research the organization of a consumer goods account and identify the key senior management functions and their potential pain points.
2	Analyze a consumer goods company's financial statements to identify trends, business challenges and suspect opportunities in the account.
3	Perform a detailed KPI analysis to further identify opportunities for performance improvement.
4	Analyze the structure of the CG company's supply chain to identify further areas where performance might be improved.
5	Review the structure and processes in the sales and marketing function to identify possible areas for improvement.
6	Perform the target account analysis, identify further challenges, and prioritize those that their company can address.
7	Carry out a quadrant analysis to match the account's IT applications architecture against industry best practice to identify potentially missing applications.
8	Identify appropriate solutions with the necessary detail to make a persuasive case.
9	Identify the quantifiable benefit areas for each opportunity, the likely costs of delivery and implementation, and prepare a draft return on investment case, to be further developed as the sale progresses.

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

## Consumer Goods Sector Sales Enablement Learning Path



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

1	Review typical consumer goods company organization structures, identify the key functional departments and the relevant executives and identify their pain points.
2	Describe the complete consumer goods supply chain, the role each party plays and list the key supply chain challenges companies often face. Match a target account against its position in the chain to identify possible opportunities.
3	Recognize the role that retailers, wholesalers, brokers and other play and some of their challenges and associated trends.
4	Describe the main retail processes that consumer goods companies have to interface into to provide a deeper understanding of their customers including buying and merchandising, and how to dovetail into them.
5	Research the organization of a consumer goods company account and identify the key executive functions, their responsibilities and pain points.
6	Perform desk research and target account analysis, including financials and KPIs, identify further challenges, prioritize those that they can address, and identify potential solutions.
7	Review the CG sales and marketing organization for potential further areas of performance improvement.
8	Carry out a quadrant analysis to match the account's IT applications architecture against industry best practice to identify potentially missing applications that can deliver benefits.
9	Identify appropriate solutions with the necessary detail to make a persuasive case.
10	Develop a sales plan for the account to confirm whether suspect opportunities are real ones, plan approaches to the relevant executives for those opportunities, start initiatives to get meetings, and in conjunction with pre-sales support, create a list of meeting discovery questions for each potential opportunity.
11	Identify the quantifiable benefit areas for each opportunity, the likely costs of delivery and implementation and prepare a draft return on investment case, to be further developed as the sale progresses.
12	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 Marketing Learning Path

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



- 1 Identify and articulate key trends in the Consumer Goods (CG) industry.
- 2 Recognize the differences between segments in a common industry segmentation and its impact on day to day business processes.
- 3 Explain the key high level processes in CG sales, marketing, trade management, supply chain management, manufacturing, direct to consumer and finance.
- 4 Describe a typical retail CG applications architecture, identify the main platform issues and the main applications involved in a CG company's solution portfolio.
- 5 Analyze a CG company's financial statements to identify trends, business challenges and suspect opportunities in the account.
- 6 Research CG organizations and identify the key senior management functions and their potential pain points.
- 7 Explain how to perform target account analysis, identify sources of information and industry performance norms.
- 8 Identify and prioritize solution areas their company can address.
- 9 Identify and create a range of suitable job aids for the sales organization.
- 10 Formulate industry specific messaging for industry marketing campaigns.
- 11 List the quantifiable benefit areas for each solution opportunity.

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



## Sales and Marketing Consultant 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 consumer goods (CG) sales and marketing organization.
- 2 Analyze financial statements and identify ways to grow sales, improve achieved gross margins, reduce sales and marketing expenses, improve trade promotion management and exploit added value services for retail customers.
- 3 Analyze sales and marketing KPIs to identify where performance can be improved against competitors, peer groups and historical trends.
- 4 Identify potential supply chain opportunities to improve company performance, market share and consumer satisfaction, through things like improved demand forecasting, better product assortments, trade promotion execution, etc.
- 5 Identify opportunities to optimize channel performance including a direct to consumer channel, use of brokers, wholesalers, field merchandising teams and inside sales teams.
- 6 Understand the needs of different retail segments and the key buying, merchandising and inventory management processes retailers use, and identify ways to improve efficiency through more effective integration with retail processes.
- 7 Analyze and optimize selling space productivity (including online page space) and shelf space productivity.
- 8 Use quadrant analysis tools to identify the key IT systems in retailers and CG companies needed to support identified performance improvements.
- 9 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](#).



## Consumer Goods Supply Chain Consultant 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 consumer goods (CG) supply chain organization.
2	Analyze financial statements and identify ways to grow sales, improve achieved gross margins, reduce supply chain expenses, improve inventory management and exploit added value services for retail customers.
3	Analyze supply chain KPIs to identify where performance can be improved against competitors, peer groups and historical trends.
4	Identify and cater for the needs of different channels.
5	Contribute to key processes within the master Sales and Operations planning process.
6	Review manufacturing processes to optimize inventory holdings of raw materials, work in progress stocks and finished goods stocks in support of sales and operations plans.
7	Use quadrant analysis tools to identify the key IT systems in retailers and CG companies needed to support identified performance improvements.
8	Quantify potential improvements and their associated implementation costs to produce a robust return on investment.

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

## Consumer Goods Consultant - 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](#).