

# Welcome!

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**How CMKG can help you accomplish your goals**

Sue Nicholls, President  
**CMKG.ORG**

**CMKG**

# What We'll Cover Today



## CMKG

# ABOUT US

We help Retailers and Manufacturers meet the needs and expectations of their increasingly sophisticated consumers and shoppers by maximizing the impact of their category management work by supporting and enhancing any company's most important asset — people.



# YOUR NEEDS

Category Management Training



## How our training adds value to your organization

### CMKG

#### ADDED VALUE:

- **Customizable & competency-based assessments** give individuals/ teams opportunity to identify their knowledge gaps based on industry standards and your needs
- **24/7, mobile-friendly, state-of-the-art learning management system** gives leading edge technology for and automated support for students
- **Customizable, blended, multi-level learning approach** through online courses, workshops, webinars, tests gives options for foundational through advanced training requirements
- **Consistent, sustainable, accredited training and reporting** with administrative access to LMS gives you the tools to efficiently and effectively manage training for your organization
- **Ongoing improvement** of online training and experience through client & student feedback and changing industry ensures you are getting the best and most updated catman training in the industry
- **Dedicated CMKG catman practitioners & coaches to support training**: online chat and student support will help keep students engaged and on track with their training
- **Dedicated client manager** to assist in launching program, overseeing all aspects of the program, identifying opportunity areas and strategically working with you to support the evolving program and needs short- and long-term to ensure success of the entire program.

#### LEADS TO:

- ✓ Competitive advantage
- ✓ Improved business results & data/tech ROI
- ✓ Improved efficiencies
- ✓ Increased internal alignment & collaboration
- ✓ Happy employees
- ✓ Happy Shoppers

The logo for CMKG, consisting of the letters 'CMKG' in a bold, blue, sans-serif font. The background of the slide features dark grey geometric shapes on the left and right sides, framing the central text.

**CMKG**

# ABOUT US

We help Retailers and Manufacturers meet the needs and expectations of their increasingly sophisticated consumers and shoppers by maximizing the impact of their category management work by supporting and enhancing any company's most important asset — people.

# Why choose CMKG?

- Industry **thought leaders**
- Creators of **best-in-class**, industry standards training.
- Highly experienced & focused. CatMan training is **all we do**.
- **Collaborative training partners** to our clients and the Category Management Association (CMA).

## We work with

- store brands
- general merchandise
- fresh produce
- hardware
- office supplies
- b2b
- alcohol & beverage suppliers & distributors
- retailers
- retail cooperatives
- convenience store retailers
- manufacturers
- distributors
- solution providers
- on-premise
- licensed facilitators

# Our Clients

## RETAILERS

- Harris-Teeter (assessments, online training – 20 people)
- Federated Coop (Canada) (assessments, online, live, case study, consulting) (7 years → present)
- SuperValu (UNFI) – (online training) (7 years → Present)
- Speedway (online training)
- Northwest Company (assessments, online, live, case studies) (4 years → Present)
- Loblaws Canada (developed entire catman training program – online, live, case study) (500 people over 3 years)
- Walmart
- Kroger

## SUPPLIERS

- Nestle
- Constellation Brands
- Heineken
- Campbells Soup
- Republic National Distributors
- Cott Beverage; First Quality (private label)
- Empire Foods
- Driscoll (+7 years)

## UNIVERSITIES

- DePaul
- Western Michigan
- U of South Carolina
- Texas Tyler

## Our History

- Incorporated in 2003 (**>16 years old**).
- Our online training and assessments have evolved for the past **12 years**.
- Employees = 8 people. **Small but nimble**. Can control the message.
- Have worked with **large and small companies** and short- and long-term projects.
- Have a **strong network of resources** to draw from when required.
- Sit on the boards for DePaul's Sales Leadership and WMU Food Marketing.
- All training **development and support is done internally**.  
Most other functions are done externally.

We offer a variety of learning options and training formats to meet your specific needs



- **Online, Accredited Training**



- **Live & Classroom Training**



- **Webinar-Based Training**



- **Coaching & Group Sessions**



- **Assessment Tests, Certification Preparation**



- **Case Studies, Workshops**

Additional Features:

Customization of any or all materials

On-line training housed in your LMS, SSO or ours

Mobile friendly online training & resources

We use a state-of-the-art 3<sup>rd</sup> party LMS (Absorb)

# **YOUR NEEDS**

Category Management Training



# What you are looking for

## SHORT-TERM:

- ✓ Industry standard based **assessment** that is competency based.
- Foundational blended learning to level set the organization and increase internal alignment.
- Automated Support & coaching for your students as they complete their training

## LONG-TERM:

- A training partner that can be nimble and evolve alongside your team.
- Develop additional modules / tools to address differences across departments and store formats

## Assessments

Our full assessment spans 29 accredited topic areas across 3 certification levels

### Foundational (CPCA)

1. CatMan Overview
2. Retailer Strategy
3. Category Definition & Segmentation
4. Category Roles
5. Category Strategies
6. Understanding & Using Data
7. Category Assessment
8. Category Tactics & Analytics
9. CatMan on Limited Data
10. Develop the Category Plan
11. PowerPoint & Presentation Skills
12. Building Excel Skills

- Assessments can be customized to better reflect your needs & different roles.

### Intermediate (CPCM)

1. Panel Data
2. Retail POS Data
3. Category Health Assessment
4. Efficient Assortment
5. Pricing Strategies & Analytics
6. Promotional Strategies & Analytics
7. Advanced Analytics: Relativity
8. Fact-Based Presentations
9. Space Management

- Full online assessment is approximately 90 minutes.

### Advanced (CPSA)

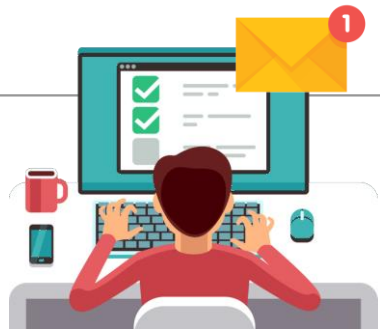
1. Leveraging Data for Advanced Shelving Solutions
2. Store Clustering
3. Understanding and Marketing to Your Shopper
4. Retailer Economics & the Product Supply Chain
5. Strategic Supply Chain Management
6. Strategic Selling
7. Collaborative Business Planning

- Individuals get immediate feedback on their scores.

# Assessment Process

1

Individual completes online assessment



2

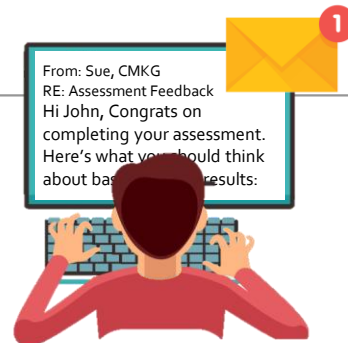
Individual receives instant email results

Your Results by Learning Area :

- Category Management Overview: 3 / 5
- Retailer Strategy: 4 / 5
- Category Definition & Segmentation: 0 / 5
- Category Roles: 1 / 5
- Category Strategies: 4 / 5
- Understanding and Using Data: 4 / 5
- Completing a Category Assessment: 5 / 5
- Category Tactics and Analytics: 2 / 5
- Category Management on Limited Data: 4 / 5
- Develop and Implement a Category Plan: 2 / 5
- Building Powerpoint and Presentation Skills: 4 / 5
- Building Excel Skills: 4 / 5
- Building Data Competency: Panel Data: 3 / 5
- Building Data Competency: POS Data: 2 / 5

3

CMKG sends individual coaching email and gives feedback



4

You receive custom database to view results by team and competency area



# What you are looking for

## SHORT-TERM:

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## LONG-TERM:

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# Online Accredited Courses

Accredited courses span 29 accredited topic areas across 3 certification levels

Courses are retailer-centric

# CMKG

## Foundational (CPCA)

1. CatMan Overview
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10. Develop the Category Plan
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- ✓ Courses match up with assessment results to connect with knowledge gaps at multi-levels of difficulty.
- ✓ Courses are refreshed every 2-3 years and new content is added.

## Intermediate (CPCM)

1. Panel Data
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- ✓ Courses include resource guides, workshops and additional resources.
- ✓ Courses and materials can be customized.

## Advanced (CPSA)

1. Leveraging Data for Advanced Shelving Solutions
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## Additional training courses

We have a lot of other online educational content available to students & clients

### CatMan Masters Training

- CatMan 2.0 Introduction
- The “What” Advanced Category Insights
- The “Why” Assessment: Shopper Insights
- Developing Shopper-Focused Scorecards
- Shopper-Focused Assortment
- Space Mgmt: Optimization & Advanced Technologies
- Pricing: New Analytics, Issues, Challenges & Opps
- Promotion: New Analytics & Implications
- Shopper Marketing: Applying a New Tactic Into Category Management
- Building an Org CatMan Structure and Strategy
- Developing Shopper-Based CatMan Foundations: Definition, Roles, Strategies
- Deployment, Supply Chain, and ROI: Considerations For Long-Term Success

### Non-Accredited Courses

- Hispanic Americans
- Retail Strategy in the Convenience Channel
- Baby Boomers
- In-Store Marketing Basics
- 6 Steps to Effective In-Store Marketing Materials

**Webinar Recordings** (+20 topics available to students for duration of their program)

- Critical Thinking
  - Shopper Insights
  - Develop Business Acumen
  - Data Visualization
  - Ways to Identify Growth Opps CatMan in e-Commerce
  - Storytelling & Storyboarding
  - Soft Skills
  - Shopper Understanding
  - CatMan 2.0
  - Best in Class Category Reviews
  - Rocking Your PowerPoint
  - Seasonality Analysis in CatMan
- Plus, 6 live webinars per year for all active students**

# What Students Get For Duration of Program



*FOCUSED SKILL  
DEVELOPMENT*

## Access to Online Courses

- Include workshops, downloadable resource guide and notes
- Accredited Beginner, Intermediate, Advanced multi-level training
- Available through CMKG's Online Training & Resource Center
- Mobile-friendly



## Student Support

- From our team of certified catman practitioners
- Online chat, email, phone, webinar
- Schedules and tools to help students complete their programs
- Transcripts, printable certificates



## Additional Training Resources

- Dynamic, online glossary
- Additional downloads
- News & whitepapers
- Custom newsletters



*ALIGNED  
APPROACHES*

## Additional Student Webinars

- Access to 6 additional live webinars per year (plus recordings)
- Orientation webinars for new students to CMKG's Online Training & Resource Center



## Certification Prep Materials (Optional)

- Practice exams, focused mini-exams, study materials to prepare for CMA certification
- We have the highest passing rate of all training companies with the CMA

*CONTINUOUS  
LEARNING*

*SHOPPER  
FOCUSED*

# What Your Organization Gets For The Duration Of Program



## Regular Student Activity Reports

- Weekly or monthly activity reports emailed to specific managers or stakeholders

## Administrative Access

- Optional based on request
- Provides access for organization's administrators to log in and review student activity, download reports (optional)

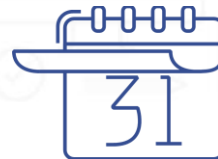


## Access to Dedicated CMKG Manager

- Support to assist in launching coursework and supporting your total program
- Easy and quick response to adding new students, making curriculum changes, collaborating to improve student participation in LMS and communicating with students

## Additional Options

- Customization of CMKG's Online Training & Resource Center (branding, logos)
- Leaderboards (to highlight students who have highest participation / completion rates) (optional)
- Ability to have single sign-on to connect to your internal LMS OR to house the training in your internal LMS



## Structured Programs

- Includes start and finish dates, checkpoint webinars, student follow-up
- Nudge emails sent to lagging students; program automated support to drive engagement and completions



## ... We can help you with your short-term goals

### SHORT-TERM:

- ✓ Industry standard based **assessment** that is competency based.
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### LONG-TERM:

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THANK  
YOU

Happy  
Learning!

online training

certified training + certification

classroom training

coaching + consulting

*Contact me.*

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**CMKG**