



Skill UP!™

Elearning

*Level-setting organizations with
foundational knowledge.*

SHOPPER SCIENCES



Category Management





CatMan Learning Objectives

- Accredited to meet and exceed industry standards!
- **33 courses in library**
- Pre and post testing + knowledge checks
- Group & student scorecards

Category Analyst

Covers foundational industry knowledge and basic skills needed to skillfully execute as a sales or category analyst in **pricing, promotion, assortment analysis, space planning.**



Category Manager

Covers advanced levels of all the criteria from the analyst level and explain how to conduct **category reviews** as a manager and cover **root cause analytics, shopper behavior, retailer economics and the supply chain.**



Strategic Advisor

Covers more advanced customer relationship management, **joint business planning and value creation** through understanding of **retailer shopper segmentation and shopper behavior, beyond their given category.**





NEW! What's in a course...



A look inside...



Mix and Match Content

For cross functional teams and relevancy

- *A cost effective way to level-set*
- *Create common language and understanding*
- *Customize to strategic goals*
- *Align to talent development planning*



		8	7	8	7	7	7
		Sales Fundamentals	Shopper Fundamentals	Working Closer with Retailers	Strategic Selling	Analytic Fundamentals	Advanced Analytics
Certified Professional Category Analyst (CPCA)	101 Basic Industry Knowledge	x					
	102 Category Management History and Process	x	x				
	103 Pricing Analysis	x				x	
	104 Promotion Analysis	x				x	
	105 Assortment Analysis (basic)	x				x	
	106 Spreadsheet Development (basic)						
	107 Presentation Development (basic)						
	108 Syndicated Scanner Data (basic)	x				x	
	109 Syndicated Panel Data (basic)		x			x	
	110 Retailer POS Data Analysis (basic)			x		x	
Certified Professional Category Manager (CPCM)	201 Assortment Analysis (advanced)			x			
	202 Spreadsheet Development (advanced)						
	203 Presentation Development (advanced)						
	204 Syndicated Scanner Data (advanced)						x
	205 Syndicated Panel Data (advanced)						x
	206 Retailer POS Data Analysis (advanced)				x		x
	207 Space Management	x					
	208 Store Level Data			x			
	209 Syndicated Geodemographic/Behavioral Data		x				x
	210 Opportunity Identification for Actionable Insights		x				x
	211 Root Cause Analytics					x	
	212 Comprehensive Category Reviews			x			
	213 Understanding Category Shopper Behavior		x				x
	214 Leveraging Data for Basic Business Solutions	x					x
	215 Retailer Economics and Supply Chain (basic)			x			
Certified Professional Strategic Advisor (CPSA)	301 Retailer Economics and Supply Chain (advanced)				x		
	302 Joint Business Planning & Value Creation			x	x		
	303 Collaborative Partnerships			x			
	304 Consultative Communication			x	x		
	305 Understanding Shopper Behavior, Beyond the Category		x		x		
	306 Retailer Shopper Segmentation		x				
	307 Leveraging Data for Advanced Shelving Solutions				x		
	308 Leveraging Data for Advanced Assortment Solutions				x		





Elearning Scorecards

Average Score
7,400 + users

CPSA Point increase from pre assessment to post assessment	Pre Test	Post Test	Point Increase
• Retailer Economics and Supply Chain (Advanced)	63%	91%	28
• Joint Business Planning and Value Creation	80%	95%	15
• Collaborative Partnerships	63%	90%	27
• Consultative Category Management Communication	60%	91%	31
• Understanding Shopper Behavior Beyond the Category	58%	94%	36
• Retailer Shopper Segmentation	68%	93%	25
• Leveraging Data for Advanced Shelving Solutions	55%	87%	32
• Leveraging Data for Advanced Assortment Solutions	61%	89%	28
AVERAGE SCORES	64%	91%	27





Elearning ROI Example

the power of ONE



Costs to train team

\$1000 per person



Assume only 1 out of 10 uses new skills to identify an opportunity for lift!

New Opportunity Item Cost

\$1.00



Weekly Sales Rate

10 units



Stores

200

NEW ANNUALIZED REVENUE!

Win. Win. Win.

\$104,000k



Where and how we can help further...



Thank you!

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