Category Management Knowledge Group Training Needs Assessment Results

for

John Doe
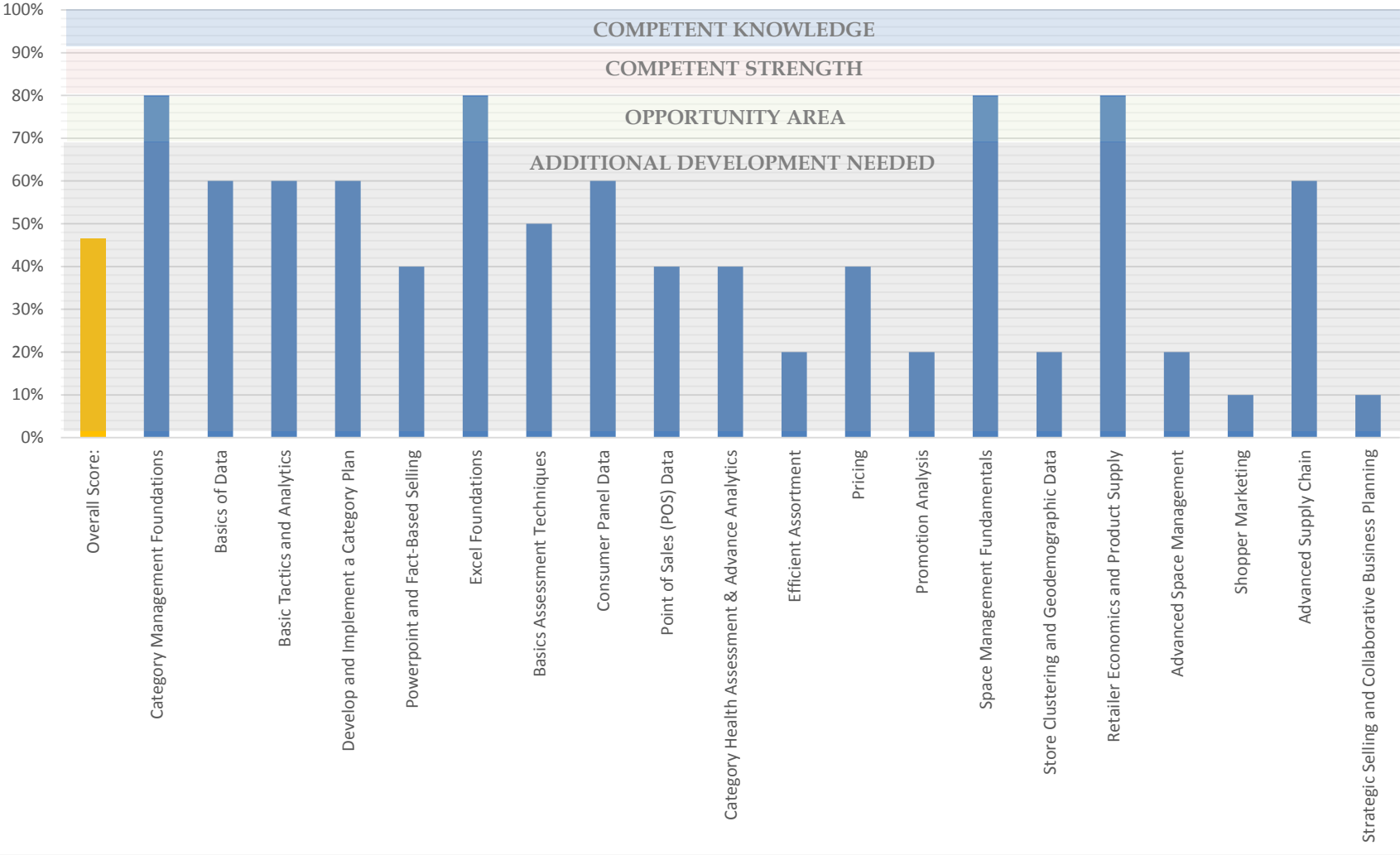
on

April 15, 2015

Category Management
KNOWLEDGE GROUP

RESULTS FOR JOHN DOE

COMPETENT KNOWLEDGE

COMPETENT STRENGTH

OPPORTUNITY AREA

ADDITIONAL DEVELOPMENT NEEDED

Category	Score
Overall Score:	~47%
Category Management Foundations	80%
Basics of Data	60%
Basic Tactics and Analytics	60%
Develop and Implement a Category Plan	60%
Powerpoint and Fact-Based Selling	40%
Excel Foundations	80%
Basics Assessment Techniques	50%
Consumer Panel Data	60%
Point of Sales (POS) Data	40%
Category Health Assessment & Advance Analytics	40%
Efficient Assortment	20%
Pricing	40%
Promotion Analysis	20%
Space Management Fundamentals	80%
Store Clustering and Geodemographic Data	20%
Retailer Economics and Product Supply	80%
Advanced Space Management	20%
Shopper Marketing	10%
Advanced Supply Chain	60%
Strategic Selling and Collaborative Business Planning	10%

Category Management
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STRENGTH AND OPPORTUNITY SUMMARY

Completed for John Doe

Overall Score: 47%

Level	Score	Competency Analysis
Analyst (Foundational)		
Category Management Foundations	80%	Competency Strength
Basics of Data	60%	Additional Development Needed
Basic Tactics and Analytics	60%	Additional Development Needed
Develop and Implement a Category Plan	60%	Additional Development Needed
Powerpoint and Fact-Based Selling	40%	Additional Development Needed
Excel Foundations	80%	Competency Strength
Manager (Intermediate)		
Basics Assessment Techniques	50%	Additional Development Needed
Consumer Panel Data	60%	Additional Development Needed
Point of Sales (POS) Data	40%	Additional Development Needed
Category Health Assessment & Advance Analytics	40%	Additional Development Needed
Efficient Assortment	20%	Additional Development Needed
Pricing	40%	Additional Development Needed
Promotion Analysis	20%	Additional Development Needed
Space Management Fundamentals	80%	Competency Strength
Store Clustering and Geodemographic Data	20%	Additional Development Needed
Retailer Economics and Product Supply	80%	Competency Strength
Strategic Advisor (Advanced)		
Advanced Space Management	20%	Additional Development Needed
Shopper Marketing	10%	Additional Development Needed
Advanced Supply Chain	60%	Additional Development Needed
Strategic Selling and Collaborative Business Planning	10%	Additional Development Needed

Category Management
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TRAINING PLAN FOR JOHN DOE

Level	CMKG Courses Recommended
Analyst (Foundational)	
Category Management Foundations	
Basics of Data	Understanding and Using Data
Basic Tactics and Analytics	Category Tactics & Analytics
Develop and Implement a Category Plan	Develop and Implement a Category Plan
Powerpoint and Fact-Based Selling	Building PowerPoint and Presentation Skills AND Fact Based Selling
Excel Foundations	
Manager (Intermediate)	
Basics Assessment Techniques	Completing a Category Assessment AND Category Management on Limited Data
Consumer Panel Data	Panel Data
Point of Sales (POS) Data	POS Data
Category Health Assessment & Advance Analytics	Measuring Category Health (Baseline & Incremental Drivers) AND Advanced Analytics
Efficient Assortment	Efficient Assortment
Pricing	Pricing Strategy and Analysis
Promotion Analysis	Promotion Analysis
Space Management Fundamentals	
Store Clustering and Geodemographic Data	Store Clustering Through Store Level and Geodemographic Data
Retailer Economics and Product Supply	
Strategic Advisor (Advanced)	
Advanced Space Management	Leveraging Data for Advanced Shelving Solutions
Shopper Marketing	Understanding and Marketing to Your Shopper
Advanced Supply Chain	Strategic Supply Chain Management
Strategic Selling and Collaborative Business Planning	Strategic Selling AND Collaborative & Joint Business Planning

Category Management Knowledge Group

Legend:
- ★ Competency Knowledge
- ✔ Competent Strength
- ? Opportunity Area
- ✗ Additional Development Needed

CMA Learning Path

	Category Management Foundations	Basics of Data	Basic Tactics and Analytics	Develop and Implement a Category Plan	Powerpoint and Fact-Based Selling	Excel Foundations	Basics Assessment Techniques	Consumer Panel Data	Point of Sales (POS) Data	Category Health Assessment & Advance Analytics	Efficient Assortment	Pricing	Promotion Analysis	Space Management Fundamentals	Store Clustering and Geodemographic Data	Retailer Economics and Product Supply	Advanced Space Management	Shopper Marketing	Advanced Supply Chain	Strategic Selling and Collaborative Business Planning
CPCA																				
Basic Industry Knowledge	✔																			
Category Management History and Process	✔																			
Pricing Analysis		✗																		
Promotion Analysis		✗																		
Assortment Analysis		✗																		
Spreadsheet Development						✔														
Presentation Development					✗															
Syndicated Scanner Data			✗																	
Syndicated Panel Data			✗																	
Retailer POS Data Analysis			✗																	
CPCM																				
Assortment Analysis																				
Spreadsheet Development						✔														
Presentation Development					✗															
Syndicated Scanner Data																				
Syndicated Panel Data								✗												
Retailer POS Data Analysis									✗											
Space Management														✔						
Syndicated Store Level Data															✗					
Syndicated Geodemographic/Behavioral Data															✗					
Opportunity Identification for Actionable Insights			✗					✗			✗									
Root Cause Analytics								✗			✗	✗	✗							
Comprehensive Category Reviews	✔		✗																	
Understanding Category Shopper Behavior								✗												
Leveraging Data for Basic Business Solutions			✗																	
Retailer Economics and Supply Chain																✔				
CPSA																				
Retailer Economics and Supply Chain																✔				
Joint Business Planning & Value Creation																				✗
Collaborative Partnerships																				✗
Consultative Selling																				✗
Understanding Shopper Behavior Beyond the Category								✗												
Retailer Shopper Segmentation	✔																	✗		
Leveraging Data for Advanced Shelving Solutions											✗									
Leveraging Data for Advanced Assortment Solutions																	✗			

** Please note that these are only indicators for training purposes and cannot be used towards actual certification results.

Course List: Highlight courses are suggested courses.	Category Manager Programs			Sales Programs			Marketing Programs					All Course Access
	Foundational / CPCA	Intermediate / CPCM	Advanced / CPSA	Fundamentals of CPG Sales	CPG Key Account Sales	Collaborative Suite for Selling	Brand Health Overview	Brand Health Assessment	Marketing Mix Remix	Persuasive Presentations	Shopper Insight Basics	
Category Management Overview	x			x								x
Retailer Strategy	x	x	x	x								x
Category Definition & Segmentation	x	x										x
Category Roles	x	x										x
Category Strategies	x	x										x
Understanding and Using Data	x	x		x			x					x
Completing a Category Assessment	x	x		x			x					x
Category Tactics and Analytics	x	x		x			x		x			x
Category Management on Limited Data	x											x
Develop and Implement a Category Plan	x											x
Increasing your Effectiveness in an Analytical World												x
Building Powerpoint and Presentation Skills	x	x		x						x		x
Building Excel Skills	x	x			x							x
Building Data Competency: Panel Data		x	x		x			x			x	x
Building Data Competency: POS Data		x						x				x
Measuring Category Health (Baseline & Incremental Drivers)		x				x		x				x
Efficient Assortment: A Step-by-Step Process		x	x			x			x			x
Pricing Strategies and Analysis Techniquies		x			x				x			x
Promotion Analysis Techniques		x			x				x			x
Advanced Analytics: Relativity		x						x				x
Fact-Based Selling		x		x						x		x
Space Management Fundamentals		x			x				x			x
Leveraging Data for Advnaced Shelving Soltuions			x			x						x
Store Clustering Through Store Level and Geodemographic Data		x									x	x
Understanding and Marketing to Your Shopper			x			x					x	x
Retailer Economics and the Supply Chain		x			x	x						x
Strategiec Supply Chain Management			x			x						x
Strategic Selling			x		x					x		x
Collaborative Business Planning			x			x						x
TOTAL NUMBER OF COURSES:	12	20	8	7	7	7	3	4	5	3	3	29