

RGMi DNASM FIELD SALES

1 month learning plan

Week 1

Day 1: Monday ~ 60 min

- ☐ RGM defined
- ☐ DNA Framework
- ☐ Integrated Business Planning - part 1

Day 2: Tuesday ~ 80 min

- ☐ RGM defined
- ☐ Integrated Business Planning - part 2
- ☐ Implementing RGM
- ☐ Analytics - part 1

Day 3: Wednesday ~ 80 min

- ☐ Implementing RGM
- ☐ Analytics - part 2
- ☐ Operating RGM
- ☐ Leveraging the RGM Capability

Day 4: Thursday ~ 70 min

- ☐ Operating RGM
- ☐ Process Rhythms and Routines
- ☐ Strategic RGM Phase I - Market Assessment
- ☐ Internal assessment
- ☐ Strategic RGM Phase II - Category Strategy
- ☐ Category Dynamics

Day 5: Friday ~ 65 min

- ☐ Strategic RGM Phase II - Category Strategy
- ☐ Shopper strategy and insights
- ☐ Shoppers occasions & mission
- ☐ Strategic RGM Phase II - Brand Planning

Week 2

Day 6: Monday ~ 80 min

- ☐ Strategic RGM Phase II - Channel Strategy
- ☐ Strategic RGM Phase III - Commercial policy

Day 7: Tuesday ~ 80 min

- ☐ Strategic RGM Phase III - Assortment Planning
- ☐ Assortment Management
- ☐ Rationalization
- ☐ Strategic RGM Phase III - Look of success

- Day 8: Wednesday ~ 80 min**
- ☐ Strategic RGM Phase IV - The overall objective function $f(x)$
 - ☐ Precision RGM Phase V - Budgets
 - ☐ Precision RGM Phase V - Assortment Planning

- Day 9: Thursday ~ 90 min**
- ☐ Precision RGM Phase V - Price, Pack architecture
 - ☐ Precision RGM Phase V - Price optimisation

- Day 10: Friday ~ 100 min**
- ☐ Precision RGM Phase V - Price optimisation
 - ☐ Precision RGM Phase V - Promotion optimisation

Week 3

- Day 11: Monday ~ 100 min**
- ☐ Precision RGM Phase V - Distribution Management
 - ☐ Precision RGM Phase V - Planograms & Merchandising
 - ☐ Precision RGM Phase VI - Tactical Scenario Planning

- Day 12: Tuesday ~ 85 min**
- ☐ Precision RGM Phase VI - People, Process, Technology, Data, Measures of Success
 - ☐ Action RGM Phase VII - In-store Activation
 - ☐ Value Communication

- Day 13: Wednesday ~ 85 min**
- ☐ Action RGM Phase VII - In-store Activation
 - ☐ Areas of Shopper engagement
 - ☐ The Shopper at Shelf

- Day 14: Thursday ~ 80 min**
- ☐ Action RGM Phase VII - In-store Activation
 - ☐ Point of Purchase (POP)
 - ☐ Action RGM Phase VII - Customer Engagement
 - ☐ Customer Value

- Day 15: Friday ~ 20 min**
- ☐ Action RGM Phase VII - Trade Investment Management

Week 4

- Day 16: Monday ~ 60 - 90 min**
- ☐ Field Sales Exam