

RGMi DNASM FIELD SALES

2 week learning plan

Week 1

Day 1: Monday ~ 3 hours

- ☐ RGM defined
- ☐ DNA Framework
- ☐ Integrated Business Planning
- ☐ Implementing RGM
- ☐ Analytics

Day 2: Tuesday ~ 2.5 hours

- ☐ Operating RGM
- ☐ Leveraging the RGM Capability
- ☐ Process Rhythms and Routines
- ☐ Strategic RGM Phase I - Market Assessment
- ☐ Strategic RGM Phase II - Category Strategy
- ☐ Category Dynamics
- ☐ Shopper strategy and insights
- ☐ Shoppers occasions & mission
- ☐ Strategic RGM Phase II - Brand Planning

Day 3: Wednesday ~ 2.5 hours

- ☐ Strategic RGM Phase II - Channel Strategy
- ☐ Strategic RGM Phase III - Commercial policy
- ☐ Strategic RGM Phase III - Assortment Planning
- ☐ Assortment Management
- ☐ Rationalization
- ☐ Strategic RGM Phase III - Look of success

Day 4: Thursday ~ 3 hours

- ☐ Strategic RGM Phase IV - The overall objective function $f(x)$
- ☐ Precision RGM Phase V - Budgets
- ☐ Precision RGM Phase V - Assortment Planning
- ☐ Precision RGM Phase V - Price, Pack architecture
- ☐ Precision RGM Phase V - Price optimisation

Day 5: Friday ~ 3.5 hours

- ☐ Precision RGM Phase V - Price optimisation
- ☐ Precision RGM Phase V - Promotion optimisation
- ☐ Precision RGM Phase V - Distribution Management
- ☐ Precision RGM Phase V - Planograms & Merchandising
- ☐ Precision RGM Phase VI - Tactical Scenario Planning

Week 2

Day 6: Monday ~ 3 hours

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Precision RGM Phase VI - People, Process, Technology, Data, Measures of Success

Action RGM Phase VII - In-store Activation

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Value Communication

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Areas of Shopper engagement

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The Shopper at Shelf

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Point of Purchase (POP)

Day 7: Tuesday ~ 1.5 hours

Action RGM Phase VII - Customer Engagement

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Customer Value

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Action RGM Phase VII - Trade Investment Management

Day 8: Wednesday ~ 60 - 90 min

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Field Sales Exam