

# 'Retailer Economics' Fueling Category Leadership

## Kantar's *Skillbuilders* acumen course filled core skills gap



### Challenge

- A global FMCG/CPG company recently sought help to fill significant gaps in core commercial skills, especially retailer economics, for its category management team.
- The *Tools, Training & Capability* director requested a customized workshop to train up a sizable category management team with varying levels of knowledge of retailer economics – i.e., how retailers make money.
- Knowledge gaps in category management were made obvious by the many new hires who had joined the team during the pandemic.
- Senior leadership was concerned that gaps in this core knowledge was impeding customer teams from engaging in more strategic conversations with retailers.
- Team veterans also sought help in applying retailer economics knowledge to elevate planning dialogue – and build robustness into retailer partnerships.



### Approach

- We recommended a two-pronged approach to build and deliver content. We aligned on addressing real-life category challenges and solutions to improve customer planning.
- Our recommended sessions reinforced the value and relevance of supplier capability development – with a mastery of financial acumen that helps drive robust, interactive partnerships.
- Our program helped the category management group apply new insights to the planning process – with joint objectives of targeting key shopper segments and driving profitability for key retailers.
- Our program included 25 employees In-person and ~ 50 more virtually.



### Impact

- Kantar facilitated training as part of the client's Category Management summit – the first live event for leaders since the pandemic period.
- All sessions were recorded for playback – helping team members who could not attend.
- Feedback was enthusiastic. Bringing the content to life using real-life challenges and problem-solving exercises kept delegates engaged and focused!
- Our program sponsor sought funding for a follow-on presentation – to keep the learning alive and expose more cross-functional team members to Kantar's core curriculum.

