



Skill UP!™ Services Overview

Blended Learning



Elearning



Academy



FasTRAK



Immersions

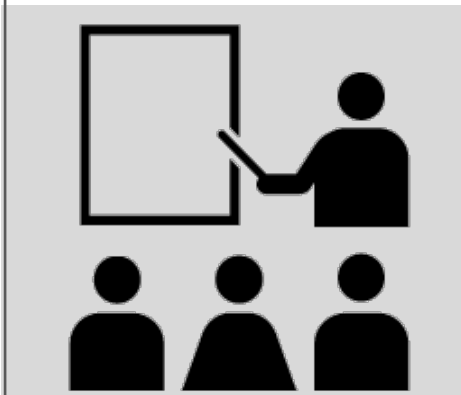


Assessments

SHOPPER SCIENCES
Category Management

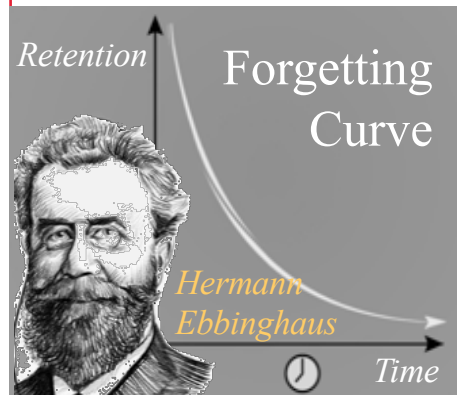
How do we get training to *stick*?

Typically



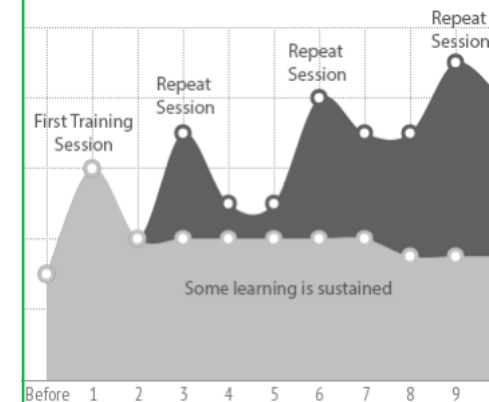
*Team members
attend training...*

Challenge



*But retention drops
after they return...*

Solution



*Repetition helps
training become habits*



Create a solution to affect change

drive results and change behavior...

Vision



*Guarantee students
gain & can apply
skills*

Framework



*Create a process that
embeds skills long-term*

Benefit



*Students skill up and
perform at higher level*



Along with *flexibility*

to meet your needs!



Let's work together!



We'd like to better understand...

What is an important strategic challenge you face today?

How can we be a better partner to help your people get the tools they need to excel?

On a scale of 1 to 10, how important is training to your company culture?

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Skill UP!™ Elearning

*Level-setting organizations with
foundational knowledge.*

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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*



		<div> <div>Sales Fundamentals</div> <div>Shopper Fundamentals</div> <div>Working Closer with Retailers</div> <div>Strategic Selling</div> <div>Analytic Fundamentals</div> <div>Advanced Analytics</div> </div>					
		8	7	8	7	7	7
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...





Skill UP!™ Academy

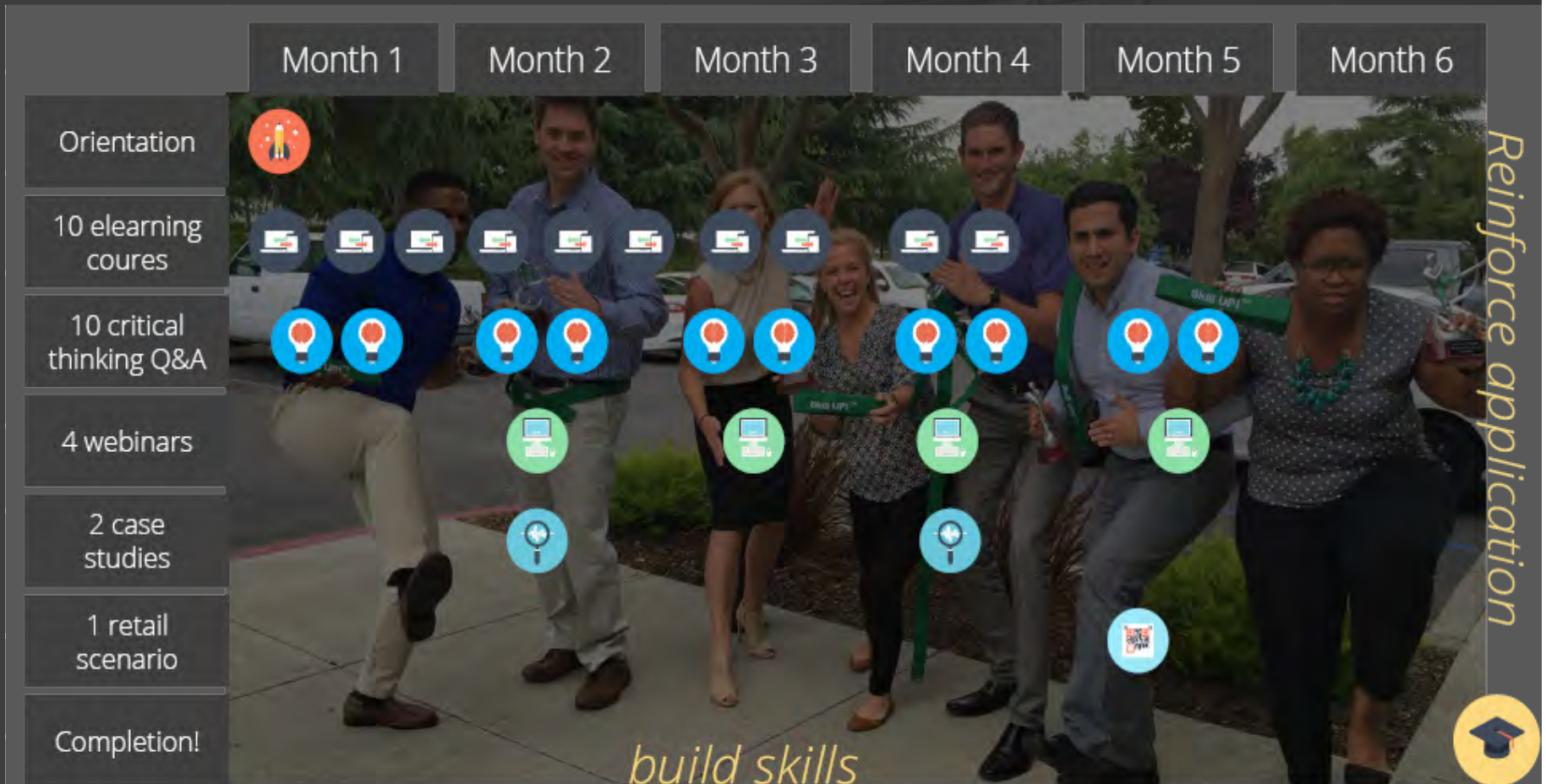
*Prepares new team members with
foundational skills*



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Green Belt Schedule





Customer & Student Feedback

What did you like BEST about Academy's training?

I like the **hands on tasks** that I could then **directly use** in my work environment

The **hands on assignments** that I could translate to **real world tasks**

Have you been able to apply some of the learning to a customer situation?

I was able to pass on the information I gathered for the Final Exam to my Account Manger, who happened to have a **meeting with the customer** the next week. He was **very happy** to have all of the **extra info!**

I used learnings regarding the 4 P's to help **develop a sales deck** that we used internally in an effort to **leverage the positioning** of one of our big brands

Nothing yet with tangible benefits but **several good Ideas** for new areas of opportunity

Was able to apply these skills in our last line review - utilized panel and scanner data and we **gained incremental products** in the set!





Skill UP!™ FasTRAK

*Readies seasoned team members for
higher level work*

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Readies talent for higher role

BROWN BELT –

Sr. Category
Manager

	Monday	Tuesday	Wednesday	Thursday	Friday
	Travel Day as needed	8am-5pm Connecting the Dots	8am-5pm Real-World Application	8am-5pm Retail Reality	8am-Noon Final Exam, Graduation

BLUE BELT –

Sr. Category
Analyst

	Monday	Tuesday	Wednesday	Thursday	Friday
	Travel Day as needed	8am-5pm Connecting the Dots	8am-5pm Real-World Application	8am-5pm Retail Reality	8am-Noon Final Exam, Graduation

Guided by
Skill UP!™
Master
Black Belt
instructors



Students work to **become**
more strategic over 3-½ days





Blue Belt Schedule



Elevating your Role

Pro-actively adding value

Differentiating analytic skills

Connecting the resource dots

Capstone case study



Real World Applications

Group presentations

Team challenges 4-P's

Anticipating recurring issues

Identifying opportunities



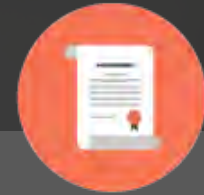
Impact at Retail

Individual presentations

Realities of retail execution

Improving shopability

Influencing shoppers

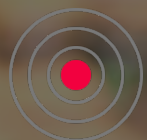


Graduation!

Final role-play exam

Graduation ceremony





Skill UP!™ Immersions

*Quick dips to educate and build
higher-level capabilities*

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Immersions...*examples*

Bi-Annual CatMan Team Summits

TEAM IMMERSION TO RAISE CAPABILITY TO NEXT LEVEL

- Leverage team being together by including topical training
- Link to strategic roadmap, category initiatives or key skills
- Group exercises, case studies and role-play make it real world

Retail Execution

TEAM IMMERSION TO LEARN BEST PRACTICES WITH 4 P's

- Teach team how to assess, plan, execute & evaluate
- Separate immersion sessions for each of the 4 P's
- Great forum to have both MFG and retailer work together

National Sales Meeting

KEY-NOTE PRESENTATIONS

- How does CatMan add value?
- Who's winning and why?
- What will it take to win 5-years from now?

Quarterly Webinars

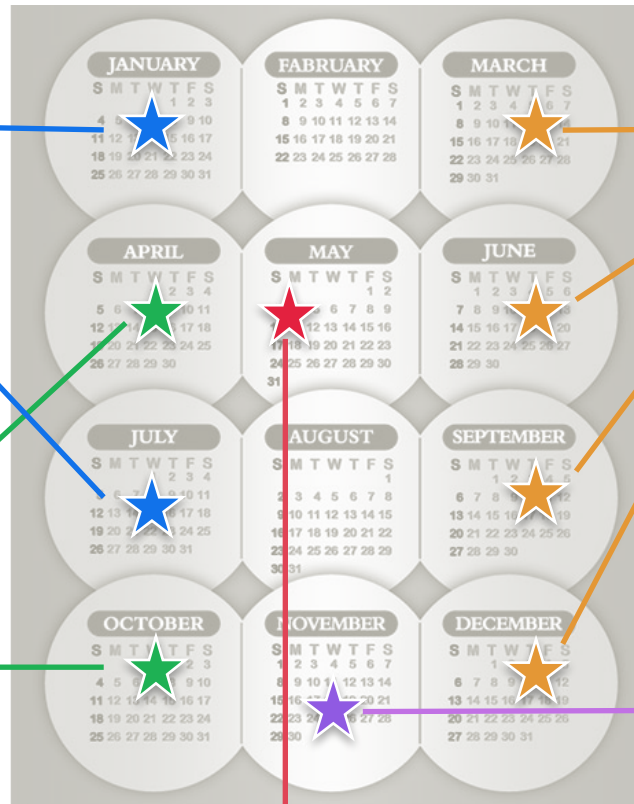
QUICK DIPS TO HELP MULTIPLE ROLES THINK SMARTER

- Brief online sessions (1hr max) focused on a single topic
- For example, how to solve a particular business issue
- Extends to Sales Managers & Analysts, as well as CatMan

Category Initiative

TEAM IMMERSION TO IDENTIFY GROWTH OPPORTUNITIES

- Teach team how to link insights with retail opportunities
- Identify where shopper mindset & behavior can be influenced
- Extends to Insights and Research roles as well





Immersions

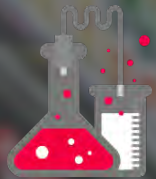
Enable capability and key initiatives

Annual CatMan Team Summits	Category Initiative	Retail Execution	Quarterly Webinars	National Sales Meeting
TEAM IMMERSION TO IMPROVE CAPABILITY IN SPECIFIC AREA	TEAM IMMERSION TO SELL GROWTH OPPORTUNITIES	TEAM IMMERSION TO LEARN 4 P'S BEST PRACTICES	QUICK DIPS ACROSS ROLES TO HELP SOLVE BUSINESS ISSUES	KEY-NOTE PRESENTATIONS TO TRANSFORM ORGANIZATION
CatMan	CatMan	CatMan	CatMan	CatMan
Insights	Insights	Insights	Insights	Insights
		Sales	Sales	Sales
				Marketing



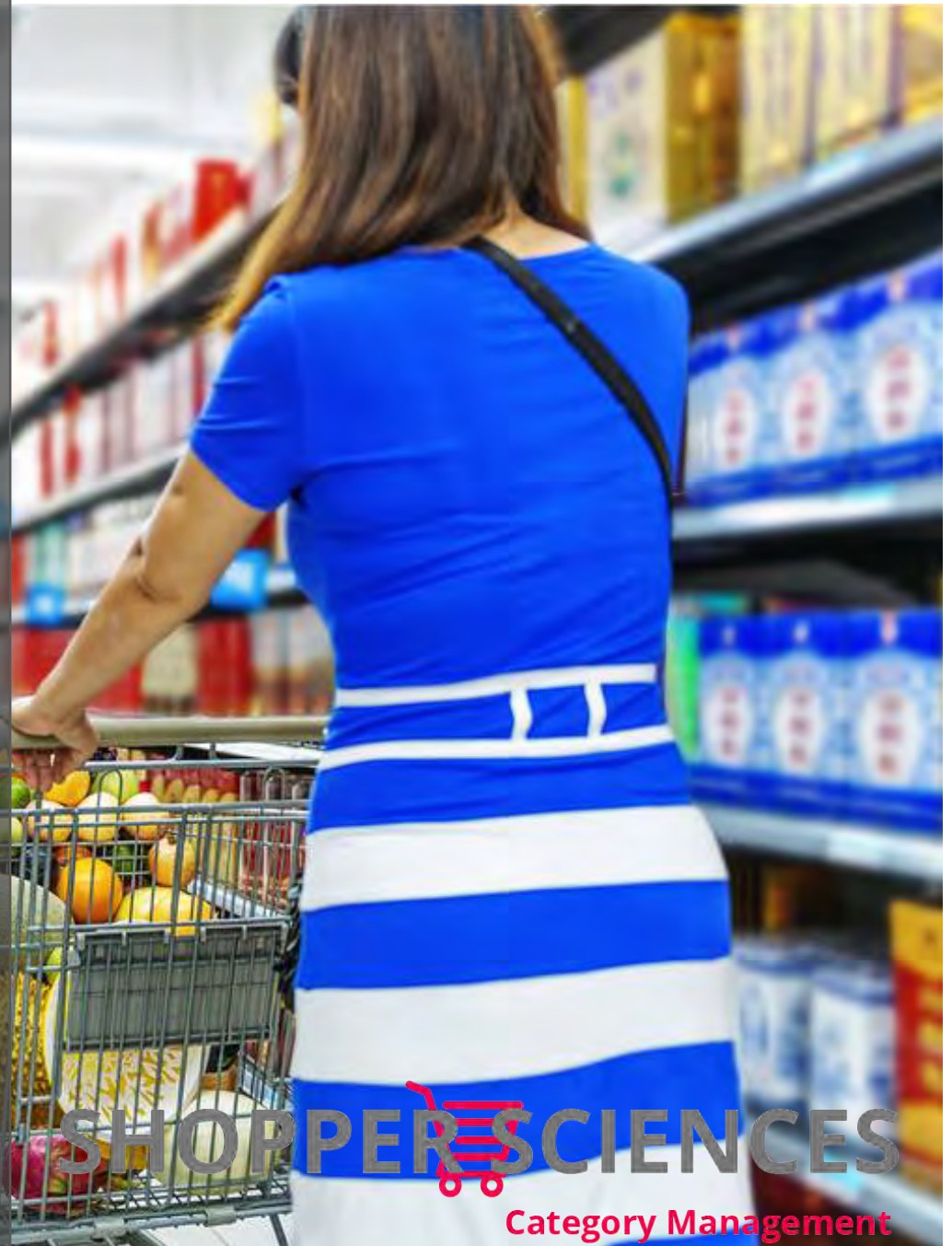
Quick dips, targeted focus





Skill UP!™ Assessments

Determining your team's strengths and opportunities



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3 key areas for Assessments

TYPE OF INSTRUMENT

SURVEY

TESTED

PYSCHOMETRICS DATA



Approaches

Individual
(self)



Multi-Rater
(self +
manager)



Open-Ended
Questions



Discrete
Responses



Essay
Questions



As a complement to Learning Evolution's skill and knowledge diagnostic tests, these assessments measure the mental capacity and behavioral disposition to succeed on the job to serve the talent management process.





Option to fully **integrate**

or stand alone

Linkage



Link to your company's competencies & job role expectations

Integration



Integrate access to assessment tools via your company's LMS

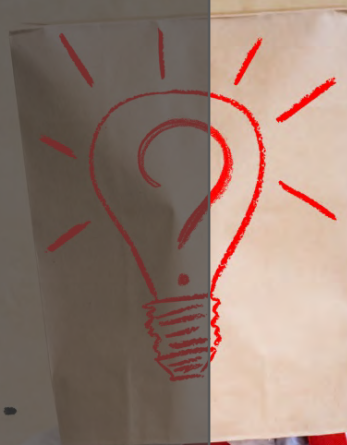
Consulting



We can help you design your own internal set of assessment tools



Questions?
Thoughts?
Ideas?



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Category Management



Skill UP!™ Services Overview

Blended Learning

Pricing guidance and scope

**all pricing subject to change*



Elearning



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Immersions



Assessments

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Category Management



Academy & FasTRAK Pricing



Pricing per Total # of Seats Purchased

	GREEN BELT	BLUE BELT	PURPLE BELT	BROWN BELT
	Category Analyst	Sr. Category Analyst	Category Manager	Sr. Category Manager
	Skill UP!™ Academy	Skill UP!™ FasTRAK	Skill UP!™ Academy	Skill UP!™ FasTRAK
5 seats	\$3,250	\$2,500	\$3,750	\$2,500
10 seats	\$3,000	\$2,250	\$3,500	\$2,250
15 seats	\$2,750	\$2,000	\$3,250	\$2,000
20 seats	\$2,500	\$1,750	\$3,000	\$1,750



- Seats are only valid for the belt level purchased, but can be used for any term (i.e. current semester or any future semester)
- If a student has to drop out before the semester's mid-point, the seat can be reused for a future semester by any individual
- One-time customization set-up fee \$3,500 per belt level
- Seat licenses are discounted by 10% in subsequent years for renewing Skill UP!™ member companies
- Assumes client is already purchasing e-Learning library access (sold separate)
- Pricing is subject to change





Immersions Pricing



Enable capability and key initiatives

Annual CatMan Team Summits	Category Initiative	Retail Execution	Quarterly Webinars	National Sales Meeting
starting at \$9,500 half-day immersion	starting at \$14,500 full-day immersion	starting at \$9,500 half-day immersion	starting at \$500 each	starting at \$2,500 key-note speech
<u>ADDITIONAL OPTIONS</u> <ul style="list-style-type: none">• customization• post-training• assessment• role-play	<u>ADDITIONAL OPTIONS</u> <ul style="list-style-type: none">• category story dev.• insight generation• customization	<u>ADDITIONAL OPTIONS</u> <ul style="list-style-type: none">• before/during/after• retailer included• customization	<u>ADDITIONAL OPTIONS</u> <ul style="list-style-type: none">• train-the-trainer• customization• templates	<u>ADDITIONAL OPTIONS</u> <ul style="list-style-type: none">• customization• Q&A session• workshop





Elearning Pricing

Elearning Access

Available in English or Español (Spanish) – add channel partners on a per location basis for additional fee)

Single Course @ \$125

Single seat @ \$3,000

Up to 10 seats @ \$10,000

Up to 25 seats @ \$20,000

Up to 50 seats @ \$30,000

Enterprise License – unlimited seats (North America) @ \$50,000

Global Pricing – custom quote

Enhanced Platform Delivery Options

*Custom quote – dependent on level of users and level of enhancement options



An aerial photograph of a waterfront park. In the background, a large, multi-masted sailing ship is docked at a pier. The park features a large, circular playground with blue and yellow equipment, surrounded by green grass and young trees. A sandy beach area is visible near the water. The sky is clear and blue.

Thank you!

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