



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...





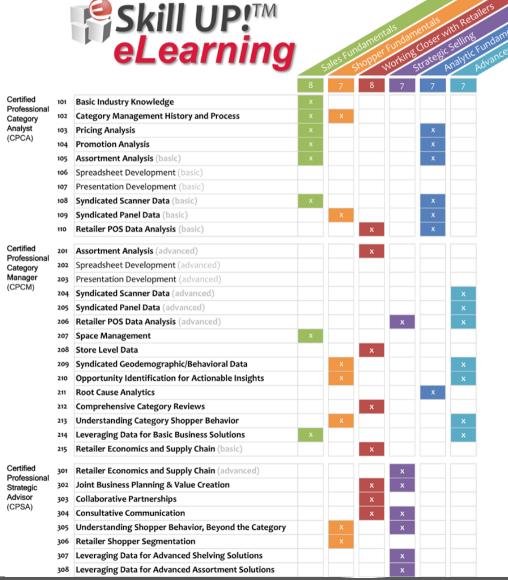
A look inside...



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







Elearning Scorecards

| Score | + users |
|--------|---------|
| verage | 7,400 |

| 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





· **200**

Stores

NEW ANNUALIZED REVENUE!

Win. Win. Win. \$104,000k

Where and how we can help further...





Thank you!

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