Category Insights into Action

Empower your teams to turn category challenges into opportunities by transforming data into actionable insights that deliver tangible commercial results. Master insight-based storytelling for greater impact.
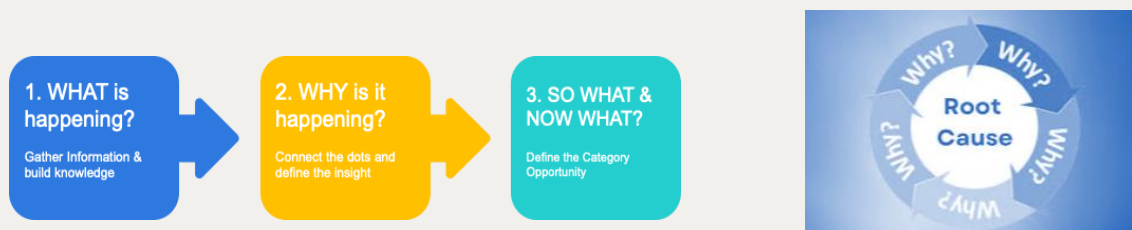
AUDIENCE

Designed for anyone seeking to build their category influence capabilities through the creation of powerful insights. The turning those insights in storytelling techniques that change behaviour.

Account teams, Category Managers, Marketers. Recommended for 12 delegates led by 2 facilitators

OUTCOMES

- Be clear on the issues you are addressing for your customer from a consumer, shopper, brand or SKU perspective
- Understand how to uncover actionable insights using the 5 whys technique and hypothesis framing
- Learn how to create tension in insights to drive behaviour change to capture the category opportunity
- Understand how to leverage category growth drivers with your customer
- Step change your Category Storytelling techniques through using powerful insights

APPROACH

1. WHAT is happening?
Gather Information & build knowledge

2. WHY is it happening?
Connect the dots and define the insight

3. SO WHAT & NOW WHAT?
Define the Category Opportunity

Why? Why? Root Cause Why? Why?

LEARNING JOURNEY

Understanding & preparation → Workshop → **Embedding**
121 coaching | Team refresh | Tools and templates | Ongoing support

Programme overview:

Insight led programme preparing your commercial teams to story tell with the power of insights.

Day 1

The What
What is the data telling us?
Group Exercise
Identifying the category issue
Understanding customer issues

The Why
What is an insight?
Group Exercise
Information Vs Insights
The 5 Whys
Developing insights

Day 2

The So What
Building tension in insights
Creating behaviour change
Group Exercise

The Now What
Insight into Category Strategies
Importance of implementation
Size of Prize calculations
Insight led Storytelling
Group Exercise

Pricing available on request

OUR UNIQUENESS

Approachable experts with senior commercial experience
Tailored and flexible engagements to meet your needs
Practical and ongoing support to deliver change
Collaborative approach to create sustainable agreements

For more information contact us at **info@totalnegotiation.com** or find us on **LinkedIn**

Commercial Category Leadership programme

Putting Category at the heart of complete commercial journey. In a dynamic retail landscape, our category solutions are designed to inspire, challenge and elevate your entire commercial team and their strategic plans. Our approach focusses on building stronger mutual growth partnerships with your customers.

AUDIENCE

Designed for anyone seeking to build advanced Commercial Category Leadership capabilities and increase their chances of becoming the strategic category partner of choice for their customer.

Account teams, Category Managers, Marketers. Recommended for 12 delegates led by 2 facilitators

OUTCOMES

- A clear understanding of what it takes to become a category centric organisation vs a brand centric organisation
- Teams leave with the skillsets to deliver against customer expectations of strategic category leaders
- Put your category vision at the heart of strategic category conversations with your customer
- How to turn data into compelling insights that drive clear category opportunities and strategies
- The ability to create value through clear quadruple win propositions
- Build confidence in your commercial teams to hold a strategic category dialogue and achieve greater influence with their customers
- Real life, ready to use category opportunities to deliver against your growth aspirations

APPROACH

Elevating your Category Leadership behaviours

Defining your strategic partnership parameters

Setting the long-term growth vision

Turning data into actionable insights

Setting compelling quadruple win category strategies

Category engagement through a foundation of trust

Our Category Strategy framework

LEARNING JOURNEY

| Understanding & preparation | Workshop | Embedding
121 coaching \| Team refresh \| Tools and templates \| Ongoing support |

Programme overview:

Experienced level, category leadership programme focused on becoming the number 1 strategic category partner of choice for your customer.

Combination of workshop, theory, group exercises, industry approaches

Day 1

Welcome & introductions

Category Fundamentals

Category Leadership

Category Partnerships

Category Ambition

Day 2

Insight into Opportunity

Category Strategies

Category Engagement

Role Play

Close & Action Planning

Pricing available on request

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