



Category Management Knowledge Group

Assortment and Space Management Skills

This program builds your skills to help you make better decisions and recommendations that affect product assortment and the retailer's shelf through a better understanding of assortment and space management.



INDIVIDUAL PURCHASE

\$297.00 USD

BUY NOW

TEAM PURCHASE

Minimum of 5 people required for bulk pricing

REQUEST QUOTE

QUESTIONS?

Check out our website.

CMKG.ORG

Upgrade Your Skills

Improve Your Strategic Decision-Making Through Better Understanding.

Do you ever think how the recommendations that you make affect product assortment or space management for the retailer (like innovation, product lineup changes, promotion, and display)? Learn how to make more strategic decisions by better understanding assortment and space management.

Learn Essential Strategies and Processes in Space Management.

This program starts by giving you an in-depth understanding of efficient assortment, including common retail assortment strategies, and the processes, data and techniques required to complete efficient assortment analysis. Next, you will learn about space management, starting with understanding the fundamentals to understand about store fixtures and shelves, inputs required to do analysis and important considerations at the shelf. The last course teaches you the best practices for effective space management.



next

PROGRAM CURRICULUM >>

Program Curriculum

Efficient Assortment: A Step-By-Step Process

Intermediate Accredited Category Management Training Course

Efficient assortment is the analytical process that fits within product assortment, and within the category management framework. It is an enabler to the other steps within the category management plan. Participants learn about retailer assortment strategies, and the importance of understanding these strategies before moving into any type of assortment work. Then participants learn the steps to complete a manual assortment project, which will give them foundation from which they can either build their own assortment capabilities, or better understand the assortment tools being used in their own organization. In this course, basic and intermediate techniques of assortment analytics are reviewed.

Space Management Fundamentals

Intermediate Accredited Category Management Training Course

This course gives participants the ability to strategically understand shelf space (without the technical requirements). Participants will learn about different retailer shelf strategies, including how to maximize shopper friendliness, minimize out of stocks, minimize excess inventory, maximize profit mix and maximize private label placement. They will also learn about the other important inputs that are required to complete successful space management projects. Terms and calculations covered include linear feet, fixture sizes, facings, shelf capacity, inventory turnover, space productivity, and lost sales.

Leveraging Data for Advanced Shelving Solutions

Advanced Accredited Category Management Training Course

This course gives participants best practices for designing practical shelving recommendations that simplify the shopping experience and optimize category sales and shelf productivity. There are no technical or planogram requirements in this course.

Participants will learn advanced skills that leverage space management automation and efficiencies. They will have the opportunity to assess a diaper planogram based on some reports that are provided to them in a workshop. The last part of the course focuses on cluster- and store-specific planograms, and some of the considerations that could help you make a decision on store-specific planograms.

questions?

CMKG
Train Ahead.

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SKILL DEVELOPMENT FOCUSED ON YOUR NEEDS



Build Proficiency

Empower excellence
and strengthen skills in
individual roles



Create Alignment

Develop a common
understanding across
your organization



Improve Sustainability

Provide consistent,
ongoing, 24/7 training



Maximize ROI

Improve productivity
and competitiveness to
achieve business goals

Building Your Strategy Behind Assortment and Space Planning

Here's a resource to help you understand how to use product assortment and space planning to reach your Shopper.

Excerpt from **BLOG.CMKG.ORG**

Best Practices • Industry Updates • Resources • Thought Leadership

What is the strategic level of your team or organization when it comes to Space Planning and Efficient Assortment?

Space planning and efficient assortment are BOTH very important for Retailers and Manufacturers — so why are they treated so tactically? Why don't teams and organization consider more advanced shelving solutions and take full advantage of opportunities to reach the Shopper? Read on to find out some common mistakes on both sides.

Within your organization (whether you are a Retailer or Manufacturer), consider all the different roles that make decisions or recommendations that affect product assortment and space planning for the shelf:

Retailer Roles:

- Space Planning
- Category Management, including Category Advisors / Category Captains
- Retail Operations
- Logistics
- Marketing
- Store Brands/Private Label

Vendor/Manufacturer Roles:

- Space Planning
- Category Management
- Marketing
- Sales
- Retail Operations
- Merchandising Teams

Given the variety of roles, it is easy to understand how they may approach assortment and the shelf differently due to different understandings and goals, but consider the answers to these questions:

- *How well do these roles understand the strategic considerations of assortment and the shelf?*

- *Is each role making the best decisions / recommendations for Brand? Category? Shopper? Retailer?*
- *What are the implications on Turns? Inventory? Out-of-stocks? Cost of goods sold? Shopper satisfaction?*

Moving from basic item rank reports and pretty-picture planograms to strategic, fact-based solutions for Shopper satisfaction provides an opportunity for both Retailers and Manufacturers to build team skills in both assortment and space planning for the shelf through strategic assortment and advanced space management.

These are only examples of the type of training you will receive in this skill development program!

Which Skill Development Program is best for your needs?

Advanced Retailer Understanding

Assortment & Space Management Skills

Becoming More Effective in Your Category Management Approach

Building Pricing and Promotion Skills

Category and Business Insights

Category and Business Insights 2

Consumer and Shopper Analytics and Insights

Proficiency in Excel

Proficiency in Understanding and Using Data 1

Proficiency in Understanding and Using Data 2

Selling Skills 1: Developing Fact-Based Powerpoint & Presentation Skills

Selling Skills 2: Strategic Selling and Collaborative Business Planning Skills

Understanding Retailer Strategy and Category Management 1

Understanding Retailer Strategy and Category Management 2



www.cmkg.org/category-management-skill-development-programs