



CPSA Certification Training

Advanced Level

Sharpen your skills in shopper understanding, product supply chain and joint business planning and raise your knowledge to the next level with our advanced courses.

This accredited training program will give you the training required for the **Certified Professional Strategic Advisor (CPSA)** level for industry certification. The program is recommended for experienced practitioners who want to advance their skills to the highest level of category management.

Individuals should have completed training at the Foundational and Intermediate levels prior to completing this program. It's important to note that the CPSA level has experiential requirements (along with the training requirements), and that the exam is a series of essay questions (based on your experience) that you complete in a proctored exam.

INDIVIDUAL PURCHASE

\$499.00 USD

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TEAM PURCHASE

5 or more people required
for team pricing.

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services and solutions.

CMKG.ORG

Certification Training

CPSA Category Management Training Program

This accredited category management **training program** is for those looking for an advanced level of understanding and skill in category management (or want to achieve the highest level of certification at the CPSA level with the CMA).

If you're interested in category management certification, this program will prepare you for the CPSA designation with the CMA, and meets 8 of 8 learning requirements for CPSA designation.

Program Curriculum

- Leveraging Data for Advanced Shelving Solutions
- Understanding and Marketing to Your Shopper
- Strategic Supply Chain Management
- Strategic Selling
- Collaborative Business Planning

Program Details

- Approximately 30 hours to complete
- Prerequisites: Intermediate category management understanding and/or CPCM Designation (if you are looking for CMA certification).

Program Highlights

Beyond Data and Analytics

As an advanced practitioner, you need to look at the broader perspective of retail and consumer packaged goods – into areas like product supply chain, shopper marketing and strategic selling / joint business planning. Building your skills in these areas will help you consider a bigger picture perspective and how category management plays a role.

Strategic Selling & Collaboration

At an advanced level, you need to be able to not only sell your fact-based recommendations or category plans, but strategically think about the implications of the plan for your organization and theirs. You should also understand what's required for true collaboration both internally and externally via a multi-functional team and aligned approach.

Program Curriculum

Leveraging Data for Advanced Shelving Solutions

Learn best practices for designing practical shelving recommendations that simplify the shopping experience and optimize category sales and shelf productivity and acquire the skills to leverage space management automation and efficiencies. Assess cluster- and store-specific planograms and the considerations that are important in making decisions about them.

Understanding and Marketing to Your Shopper

Shopper Marketing is being touted as the category management of the future. Retailers and suppliers need to realize how the big picture of shopper marketing works, and ensure that they have the strategies and plans in place to set themselves up for success in future shopper marketing endeavors. Learn about “path to purchase”, shopper trip missions, shopper segmentation, and in-store marketing.

Strategic Supply Chain Management

Understand the key dimensions that need to be balanced in effective supply chain management as well as the different types of supply chains and the strategies for both retailers and suppliers (including “efficient” and “responsive” supply chains). Learn about the three supply chain flows (information, product and financial), and how they each relate to the supply chain.

Strategic Selling

Selling takes place internally within retailers and suppliers, across departments and teams, like the category manager at the retailer selling an idea or concept to their business unit lead or manager, or a supplier’s category analyst or category management director selling in an idea or concept to a marketing director or sales director within their organization. For this reason, concepts and analogies relating to Seller and Buyer are relevant across multiple types of relationships.

Collaborative Business Planning

Effective collaboration between partners requires establishing a framework to organize, plan and implement mutually beneficial ideas. Learn key skills to become more consultative category professionals and become more effective with efforts to solve customer’s key business issues.

WE’D LOVE TO HEAR FROM YOU.

CMKG
Train Ahead.

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Strategic Collaboration - Are You Really Prepared?

Strategic collaboration is a buzzword in the industry.

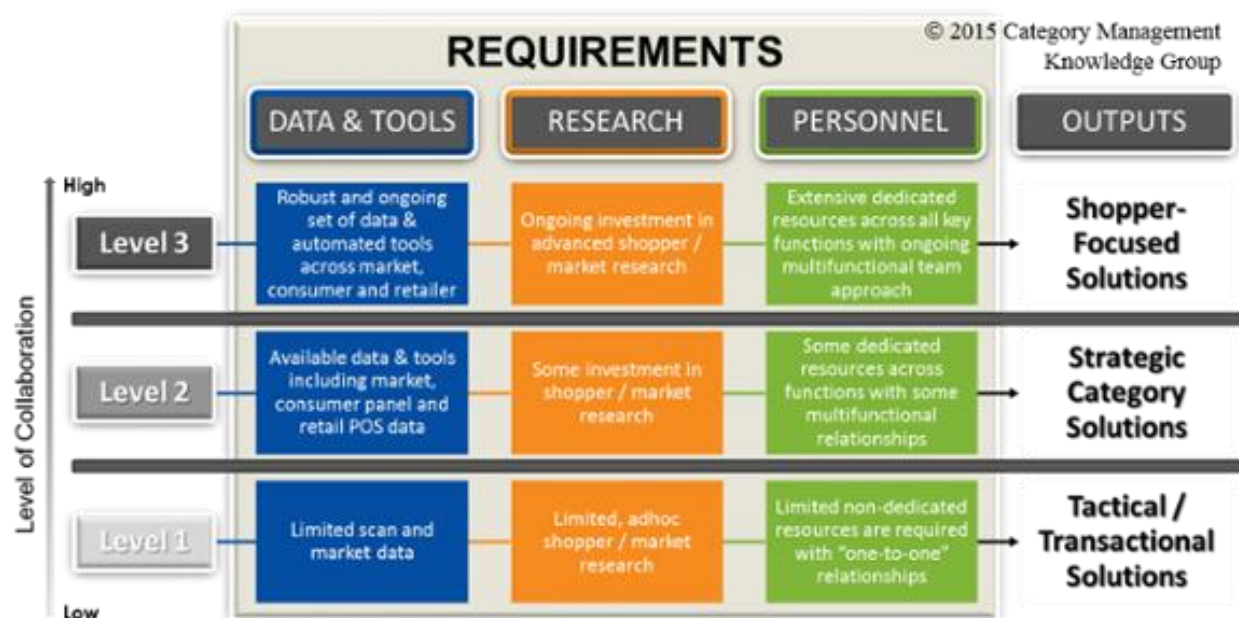
Many Retailers and Vendors have it embedded somewhere in their strategic plans for 2015. Do you have a plan on how to get there? You may have “collaboration” or “joint business planning” as a pillar in your strategic plans for 2015, but are you really prepared for it?

Before you collaborate, ask yourself these 3 questions:

1. **Who** you want to partner with (you shouldn't plan to partner with everyone!);
2. **How** you will prepare your multi-functional teams for collaboration; and
3. **What** level of collaboration you will strive for with different partners.

Collaboration isn't equal for everyone.

You shouldn't be trying to achieve the same goals for all of your business “partners”. Above is a diagram from Category Management Knowledge Group that captures the requirements associated with collaboration (including data & tools, research and personnel), and details of each level of collaboration available based on those requirements.



If you have access to limited data and your organization is relatively inexperienced in category management, then you will be collaborating at a Level 1 tier, with expected outputs of transactional solutions. If you have a robust data set, strong and experienced resources and a dedicated multi-functional team, you have the ability to achieve high levels of collaboration with some of your partners, ultimately resulting in Shopper-focused solutions.

Collaboration isn't just about getting along.

Strategic collaboration is a different way of doing business that requires changes in internal strategy, processes and approach to the business.

Make sure that you spend the right amount of time internally to prepare for this important step that is necessary to ultimately achieve the most effective collaborative results as possible for your organization.