

IN CMA | SIMA
+ CMKG
CRED
'ABLE'

Possibilities Together.

CATMAN
CRED
SHOPPER
CRED
AC
CRED
ITATION

CMKG

Train Ahead.

We're here to help allocate Training Credits

Our team is excited to partner with the CMA to provide our best-in-class training to every new and renewed CMA Member Organization. *And, we look forward to partnering with you* to help maximize the impact of your training credits. After all, we've been building serious *training cred* since the beginning by staying in tune with our clients' needs and ever-changing industry.

Foster a culture of continuous learning, insight seekers, and strategic thinkers.

Our staff of dedicated professionals is focused on helping you achieve your organizational goals — both now and in the future. In everything we do, we push beyond what's required to fulfill what's needed for our clients to maximize their data, tools, processes & strategy, and people.

True to our passion for category management, we were the first certified training provider with certified, online training options. Since our beginning, we have continued to develop and update our training to meet the needs of our changing industry, including the introduction of our Master's Training in 2017, shortly after CatMan 2.0™ was introduced by the CMA.

Maximize your training budget and get the best training available.

We look forward to helping you enhance and develop your most valuable asset — people — with the right training options. With your new training credits included with your CMA+SIMA Membership, you'll reap the best value on all our essential and exclusive content.

Use your training credits to choose from an expansive range of comprehensive online training programs, courses, and resources to up your game and build the strategic skills needed for success. From foundational to advanced, you'll have plenty of options to choose from to help you reach your business goals.

Using your Training Credits is **INCREDED‘ABLY’** simple

1 Purchase or Renew CMA Membership

Gold, Platinum, and Diamond levels receive Training Credits each year as part of your CMA+SIMA membership

- Members, early renewal will prorate your annual membership fee

2 Identify Needs & Outcomes

Each year you can target areas of opportunity for creating and building your team with best-in-class training content.

- Consider both your short- and long-term goals

3 Select Training Content to Match

Consult with CMKG on how to meet your goals through your selected training path:

- Identical training for teams/ individuals **-OR-**
- Different training for teams/individuals

4 Create Account & Add Users

Setup Member Account in the CMA+SIMA Learning Portal:

- Organization pays \$25 admin fee, per user per year, via invoice **-OR-**
- User pays \$25 admin fee per year via online transaction

Training Credit FAQs

How do I get started?

Since only new or newly renewed member organizations receive Training Credits, that is your first step. If you need help understanding how many credits you might need we suggest setting up a consult call. bit.ly/cmkgcred

What if my company is not a CMA Member?

CMKG's training is available to purchase by non-member teams and individuals through our online store if CMA membership is not an option for you. We're here to answer any questions you have.

How many credits will I get?

The number of training credits you receive is based on your level of CMA+SIMA membership. Additional credits can be purchased as needed. Each year, as you renew your membership, your credits will also renew so you can build upon your program, change things up, or both.

How many credits will I need?

It's hard to estimate the number of credits you'll need. That's why we suggest having a consult with the CMKG team to identify your priorities and how best to address through training.

What if I already have training?

If you already have internal or third-party CatMan training, your Member Training Credits can help you pursue more advanced goals, address gaps, include sales and/or marketing functions, or help you onboard new team members. Since you will receive credits each year, you'll have a long-term, sustainable training plan at the ready.

Ready to start learning?

Schedule a consult meeting at bit.ly/cmkgcred

IN CRED 'ABLE'

Learning, growth, and effectiveness possibilities — now available to CMA+SIMA Member Organizations as part of their membership renewal.

You can choose to spend your Training Credits on certification prep, team level setting, custom programs, and/or team assessments. We can help guide credit spend based on your specific circumstances.

Questions?

Schedule a consult meeting with CMKG to understand how many credits you may need and/or how best to use them in pursuit of your goals.

bit.ly/cmkgcred

Industry Certification

Certifying your team starts with access to the best CatMan training and exam prep at all certification levels. Use your Training Credits towards:

Discovery Exams

Identify what level of certification individuals should be striving for through this online test.

Accredited Training Programs & Courses

Provide the right level of training to individuals at each level of certification through an expansive collection of comprehensive courses and programs. Build skills, knowledge, and expertise.

Certification Prep & Practice

Start with the right materials to prepare and study for CMA certification exams. Comprehensive certification prep materials include a timed practice exam, mini exams, and flash cards. Feedback on missed questions allows for further study prior to the paid* certification exam with the CMA.

*Certification exam costs are not included and cannot be purchased with training credits.

Industry-Leading Online Training

Training Credits can be spent on Comprehensive online training across 60+ topics and counting:

Best Practices Online Training Courses

Choose from online training courses and refreshed content for every experience level across your organization to bring alignment, effectiveness, and capacity to reach business goals. Topics covered include everything CatMan, from strategies & data to analytics & the Shopper.

*Please note, live training sessions are not included and cannot be purchased with training credits.

Exclusive Master's Training

Use Credits on the most advanced online CatMan Training available only from CMKG & based on CatMan 2.0 foundations:

Twelve, 60- to 90-minute training with reference materials and hands-on work, including:

CatMan 2.0™ Intro: What's Changed?

The What Assessment: Category Insights Using Advanced Data Sources

The Why Assessment: Shopper Insights, The Missing Puzzle Piece

Developing Shopper-Focused CatMan Scorecards

Asstmnt: New Shopper-Focused Metrics and Advanced Technologies.

Space Mgmt: Space Optimization and Advanced Technologies

Pricing: Analytics, Issues, Challenges and Opportunities

Promotion: Analytics and Implications for Retailers and Manufacturers

Shopper Marketing: Applying a New Tactic Into CatMan

Building an Organizational CatMan Structure and Strategy From the Inside Out

Developing Shopper-Based CatMan Foundations: Category Definition, Roles, and Strategies

Deployment, Supply Chain, and ROI: Important Considerations For Long-Term Success

Looking for live training, an even more customized approach, or proprietary content?

**ADD-ON
OPTIONS**

Fact-Based Presentations & Storytelling

Our most popular session for manufacturers. Choose a 1- or 2-day session that teaches participants how to draw insights from data (using your data), craft a story based on the insights and present them with logic and flow.

CatMan Foundations

Designed for retailers that want to achieve alignment across their team, this 1- or 2-day live session walks participants through the CatMan process, starting with strategic foundations, and then rolling up the sleeves and completing a category assessment and plan using retailer data.

Data to Insights

This training session was built for teams that want to drill deeper into their own internal data (e.g. POS, Syndicated, Panel, Spectra, Shopper research), draw compelling insights, and create an action plan based on the insights.

More Options

Live sessions can be developed to kick off or wrap up an online learning program, in combination with some coaching webinars for even more effective, blended learning.

Don't see what you're looking for? We can accommodate most requests for live training!

*Please note, these and all other live training sessions are available at an additional cost and cannot be purchased with training credits.