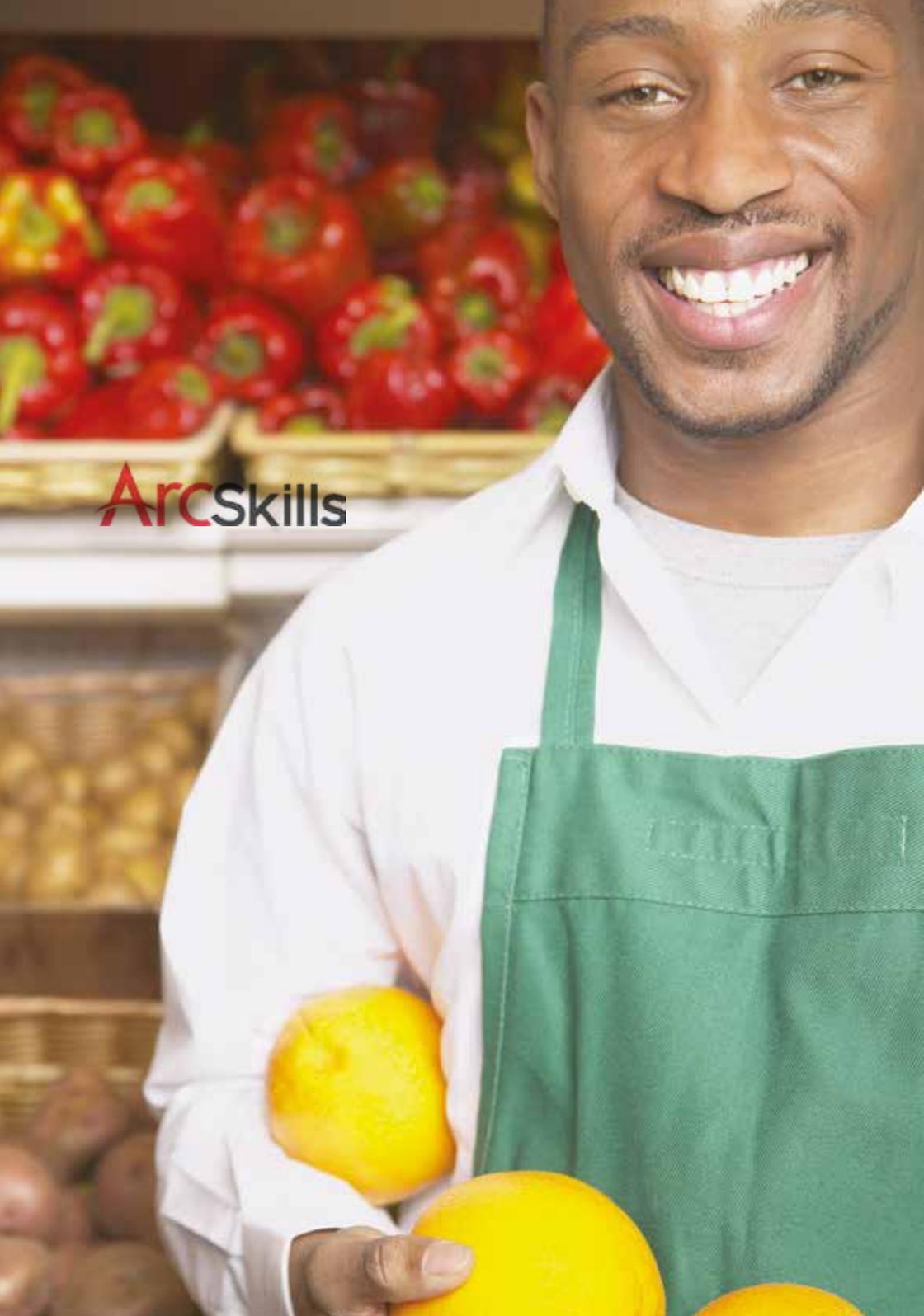


FMCG

You depend on  
your people.  
**We help them  
live up to your  
expectations**

**ArcSkills**



**ArcSkills**

## What qualities, skills, and techniques do your employees need to bring your company to the **next level**?

In the FMCG sector, your success is heavily dependent on your staff. The dynamics of distribution and retail are highly complex, and competition becomes more difficult to combat every year – particularly as consumers continue to change their preferences and buying patterns. There's a long list of problems that can arise at every stage of the chain, which means each of your employees needs to deliver their best every day.

But what is their “best”? What qualities, skills, and techniques do your employees need to bring your company to the next level?

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### **That's what ARC Distribution & Retail Effectiveness services for FMCG companies helps you discover.**

We offer Distribution & Retail Effectiveness training and development programs for FMCG companies. Our custom programs are created on a case-by-case basis to focus on the aspects of your organization that need the most attention, ensuring you see incredible results from your investment in training.

We take a hard look at your organization, including your customer buying patterns, your distribution, your products and pricing, and your merchandising, and your promotions. We also work closely with you to determine the types of interactions your distribution teams have to deal with in their local territories.

Once we have a complete picture of where your organization can benefit, we bring in our very best people to conduct the specific training you need so that you quickly see tangible, measurable results. Our consultants have worked with global FMCG corporations such as Wrigleys, Cadburys, Unilever and Coca Cola, and they bring a world of experience to the table. Their sector specific skills have been tried and tested internationally to maximise the effectiveness of your distribution and retail teams.

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# What does our training look like?

Because of our personalized approach, our programs look very different from organization to organization.

One-size-fits-all isn't what we do, and we've developed an array of highly effective training techniques to make sure we teach your employees in the way they learn best.



So, what could a skill training programme look like in practice in your FMCG business?

### On-the-Job Coaching and Mentoring

By accompanying an employee on their daily routine, we help them internalize new skills much more quickly and efficiently than if the employee attempted to change their routine alone. Having an outside influence offer a gentle reminder as a new task or skill is being implemented is highly effective to help rewrite old habits and bring an employee up to speed on best practices.

### Digital Training Reinforcement

Gamification is one of the most effective tools in business today, but many FMCG organizations focus their efforts entirely on their customers - forgetting that their employees could benefit from the same gamification techniques. We have several digital support programs that help employees learn new skills quickly and effectively, motivating them by a variety of company-specific prizes, competitions, and rewards.

### Skills Lab

While some skills can be learned on the job, others are best learned in a realistic environment. For example, a manager might have trouble maintaining authority if corrected on their technique in front of a real employee. That same manager learns more effectively from a realistic role-playing scenario with one of our experts posing as an employee. We offer skills labs to teach specific skills and provide feedback in a safe environment.

### Independent Quality Maintenance

Want to see how well your employees adapt to their new training? Try our independent quality control assessments. We test various aspects of customer and vendor experience from their point of view, providing feedback and corrective action for each employee in conjunction with the client, as necessary. Many of our clients find that our training is so effective that corrective action isn't needed!



# How can we help?

Your organization isn't like anyone else's. Your training program should be just as unique. We work with you to determine the skills that would best help your employees achieve your organization's goals, and then design custom training and development programs to get specific results.

## Some training modules previous clients have achieved great results from include:

- **Effective Territory Mapping.** Quickly understand how and where your sales force should be deployed to maximize market coverage, increase productivity, and immediately improve your bottom line. You'll also learn how to plan territory coverage, including sales coverage gaps and overlaps.
- **Roll Out Institutional Sales.** There are distinct differences in the way you roll out institutional sales across various group businesses like hotels, restaurants, bars, retail chains. We teach you how to get the most out of each channels using our specialized techniques.
- **Distributors Demystified.** We'll show you how to identify, appoint, and build long-term relationships with the "right" profile of distributors for your organization. Then you'll learn how to set realistic targets with those distributors and to measure their true value over time, ensuring they're always performing for you.
- **Innovative Promotions.** To get sales, you need a promotions strategy that thinks outside the box. We teach your people how to create effective visual merchandising and above- and below-the-line campaigns for maximum sales.
- **Inventory Best Practices.** Keeping track of your inventory is critical for effectively running each branch of your organization. You'll implement inventory best practices and learn to identify and mitigate distribution malpractices such as stock dumping or territory violations.
- **Sales Planning.** Your sales team is only as effective as its orders. We teach you to distribute opportunities fairly in sales territories, keeping morale high and the competitive spirit friendly and active. You'll also learn sales planning and management tactics like forecasting and seasonality, and how to set targets for your sales for that increase enthusiasm and create revenue.
- **Route Planning and Management.** You'll learn to route plan all your distribution channels across all your territories, as well as how to build effective relationships across the full supply and value chain.
- **Retail Appointment and Management.** Where and how you appoint your retailers is critical to your organization's success. We teach best practices for identifying ideal locations and management for retailers.
- **Competition Analysis and Strategy.** Your managers will learn to track internal and market changes alongside their competitors' movements, ultimately arriving at a fundamental understanding of how the industry is shifting - and how they need to adapt to stay ahead of the curve.
- **People Management Skills.** Your frontline supervisors and department managers need effective leadership skills to get the most out of their employees. We teach the people management skills that keep relationships healthy and productive at every level



FMCG is  
**only one**  
of our  
specialties

# Options for the future

Our clients include major corporations, technical and educational institutions, governmental departments, NGOs, and many other organizations. When you see how we can promote excellence in your distribution and retail teams, you may find yourself calling us back to help develop new skills in your:

- **Management Team**
- **Senior Management**
- **Secretarial Staff**
- **Executive Secretary and PA Staff**
- **Retail Staff**
- **Distribution Staff**

Your FMCG organization isn't like any other, and your staff training will be uniquely tailored to your goals – the ones that help you move forward. That's why all our training and development programs are custom-designed: to help enhance the qualities your employees have in themselves that can help your organization advance - now and for years to come.

Call us today to schedule a demonstration with the Arc Skills team. We're ready to demonstrate exactly how our training and development programs have helped other organizations boost their sales figures, vendor negotiations, customer satisfaction ratings, and overall success – and how we can do the same for you.

And if just can't find the time or budget for organisation wide development, we can run short pilot programmes in as little as 2 to 3 months to demonstrate the effectiveness to your team. A great way to make the case for long term sustainable skill training.

FOR MORE INFORMATION PLEASE CONTACT

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