

## ACCELERATE RESULTS THROUGH COMPETENCIES

Organizations often say,  
“OUR PEOPLE ARE OUR  
**GREATEST COMPETITIVE ADVANTAGE**”

But are you investing in  
**BUILDING YOUR TEAMS' COMPETENCIES**  
to drive shopper conversion, increase ROI  
and stay ahead of the competition?

FOR MORE THAN A DECADE, CAPRÉ GROUP HAS BEEN **DEVELOPING COMPETENCIES THAT DRIVE RESULTS.**

Clients have seen how our training sessions **build their teams' competencies** and **change the way they think** – creating immediate impact to their business. Through this work, we've identified **four of the highest impact areas** that clients most often need to address.

### INSIGHT-DRIVEN STRATEGY

WHO SHOULD ATTEND:  
Sales, Shopper Marketing, Shopper Insights, Category Management

Develop robust strategies based on key insights by leveraging a disciplined, hypothesis-driven approach that quickly harnesses insights across data sources



Apply insights to develop strong shopper strategy that considers shopper dynamics along the Path to Purchase and leverages brand assets; translate strategies into creative briefs that elevate your agency's ability to create influential SM activations



### HIGH IMPACT SHOPPER ENGAGEMENT

WHO SHOULD ATTEND:  
Shopper Marketing, Shopper Insights, Category Management

### POWERFUL PARTNER COLLABORATION

WHO SHOULD ATTEND:  
Sales, Shopper Marketing, Shopper Insights, Category Management

Align business priorities and insights to develop joint goals and strategy through a proven approach that creates joint wins and strategic-level partner engagement with broad and deep connection points



### PERSUASIVE COMMUNICATIONS

WHO SHOULD ATTEND:  
Brand, Sales, Shopper Marketing, Shopper Insights, Category Management

Achieve greater influence, engagement and receptivity to proposed ideas and initiatives, either internally or externally, through a structured approach that drives compelling, insights-led stories

Designed in a **MODULAR FORMAT**, each 1 day session can be taught independently or grouped into a set. Also, content can be customized to meet your needs.

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OUR APPROACH TO BUILDING **WORLD CLASS COMPETENCIES:**



### **PRACTICAL AND “STICKY”**

Promotes maximum learning and retention through our “Teach-Show-Do” methodology

### **KNOWLEDGEABLE, EXPERIENCED TRAINERS**

Trainers with deep experience in industry and in employing Caprē Group methodologies

### **BEST PRACTICES & CASE STUDY-DRIVEN**

Highly applicable, real world case studies illustrate best practices at top CPGs and Retailers

### **POST-TRAINING SUPPORT**

Additional coaching available to deepen competencies and organizational application

#### WHAT **OUR CLIENTS** ARE SAYING:

“Caprē Group’s methods and frameworks helped the team **QUICKLY LEARN AND APPLY** what we learned right in the session on current projects we’re working on.”

*VP, Customer Team*

*Caprē Group is the **BEST TRAINING SUPPLIER** we’ve ever used.”*

*VP, Shopper Marketing*

“Caprē Group is a **STRATEGIC PARTNER** that I’ll **EXCLUSIVELY USE** for our training needs.”

*VP, Shopper Marketing*

“Caprē Group associates have **STRONG REAL WORLD EXPERIENCE** THAT IS **INVALUABLE.**”

*Director, Category Management*