

R.I.O Template

Observations	Insights	Recommendations
What does the data say?	Why does this happen?	How do we overcome this?
Example: In August sub category A decreases by 3 market share points resulting in lost sales of £0.5m.	Example: Supermarket competitor always promotes sub category A in August with '2 for £2' across the range.	Example: Promote our range with '2 for £2' in August. The size of the prize is £0.75m and the risk is £0.1m of waste.



MBM - The Home of Sticky Learning ®

We are the soft skills training provider to leading UK Manufacturing and Retailing companies partnering with them to increase their sales and profits. They choose us because of our money-back guarantee, our relevant experience, and that we make their learning stick.

“I have been working with MBM for over a decade. During that time they have worked together with me and my Sales and Marketing team on both category projects and people development. I have come to trust that when they say they will do something they will, they bring me solutions, and not problems, and can be relied upon to do a great job. My recommendation is MBM because as well as looking after the development of my team very well for many years, they have also helped us solve many category challenges”.

Andy Jenkins, Sales and Marketing Controller, Cranswick Convenience Foods plc

A Selection of Courses Offered by MBM

Our courses have been designed to solve a specific problem facing manufacturing and retailing companies. They are all delivered by world-class tutors that have worked in the Industry. In addition, like all of our training courses, it includes our ROI guarantee.

- ✓ Category Management
 - ✓ Coaching Skills
 - ✓ Communication Skills
 - ✓ Conflict Resolution
 - ✓ Influencing Skills
 - ✓ Leadership Skills
 - ✓ Mental Health Training
 - ✓ Negotiation Skills
 - ✓ Net Revenue Management
 - ✓ People Management Skills
 - ✓ Presentation Skills
 - ✓ Sales Training
 - ✓ Team Building
 - ✓ Time Management Skills
 - ✓ Car Coaching for C-Suites
 - ✓ Creating a Business Plan for Suppliers
 - ✓ Employee Engagement
 - ✓ Executive Coaching
 - ✓ HBDI ®
 - ✓ Learning To Learn
 - ✓ Must Win Meetings
 - ✓ Myers Briggs
 - ✓ Training Needs Analysis
 - ✓ Understanding Supermarkets
 - ✓ Virtual Classroom Soft Skills
- We also offer a range of e learning and one2one training options.



Making Business Matter
Trainers to the UK Grocery Industry
80% of our Learners are still using their new skill 5 months later - we guarantee it!

To find out more please contact:
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Sticky Learning