

# The MBM 73% Funnel

Because 73% of opportunities fail to make it in-store.



Category Management is now a 'business as usual' process, that is there to 'identify', 'sell' and 'land' more opportunities.



**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!

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