

Australian Grocery Academy Course Overview

Attend 4 modules to achieve accreditation



Customer Centric Growth

How to adopt a Customer Centric Growth culture & how individuals can support

- ✓ Creating conditions for success
- ✓ How to think about Customers
- ✓ How you can influence



Strategic Category Management

How to develop & execute a category growth strategy

- ✓ Category Strategy development
- ✓ Category POP Execution
- ✓ How to engage & sell in a category centric way



Revenue Management

How to develop & execute SRM opportunities

- ✓ Why SRM is important
- ✓ SRM deep dive by lever
- ✓ Executing SRM opportunities



E Commerce

How to win online & integrate E-Commerce into commercial plans

- ✓ How to think omnichannel
- ✓ Winning at the digital shelf
- ✓ Integrating E-Commerce into Commercial Strategy & JBPs



Customer Management

How to achieve best practice collaboration & partnerships with Customers

- ✓ Supplier & Customer segmentation & role
- ✓ Aligning strategic priorities
- ✓ A day in the life of a buyer



Joint Business Planning

How to develop & execute a best in class JBP

- ✓ Joint value creation approach
- ✓ Developing a JBP
- ✓ Best practice engagement & execution



Introduction to Negotiation

How to negotiate for mutual growth & profits

- ✓ Fundamentals of negotiation
- ✓ Negotiating the right plan
- ✓ Putting it into practice



Australian Grocery Academy Open House Dates & Pricing

Delivered virtually, as an open mixed company programme*



2021/22 Dates

Each module includes 3x 2.5hr sessions to be delivered in consecutive weeks, to run based on a minimum number of delegates. Accreditation requires attendance of min. 4 modules & assessment completion. Graduation will take place at the FGA Conference in May 2022

	Customer Centric Growth	Strategic Category Management	Revenue Management	E Commerce	Customer Management	Joint Business Planning	Intro to Negotiation
Commencement	6 th October 2021	27 th October 2021	17 th November 2021	2 nd February 2022	23 rd February 2022	16 th March 2022	20 th April 2022

2021/22 Pricing

Open House Training**
(3x 2.5hr virtual sessions)

Optional Components

1-2-1 or Team
Coaching

Sponsor
Engagement
& Planning

1-3 Modules	\$1,375 per module (3 modules \$4,125)		
4 Modules	\$5,225 (Save 5%)		
5 Modules	\$6,188 (Save 10%)	\$300 per 1hr session	\$1,250 per half day
6 Modules	\$7,013 (Save 15%)		
Full Program (7 Modules)	\$7,700 (Save 20%)		

* In house training (virtual or in person) available for groups of 10+ - Get in touch with info@theaustraliangroceryacademy.com.au or call 0408 443 064 for pricing & more information

** AFGC member pricing – 15% loading applies for non-members