



GMDC ACADEMY

POWERED BY THE CPG INSTITUTE

TRANSFORM YOURSELF FROM BEING “JUST ANOTHER FACE IN THE LOBBY” TO A RETAIL-READY PARTNER!

The GMDC Academy prepares new suppliers to enter the North American market and improves the effectiveness of established companies.

Developed with guidance from senior executive on both sides of the buying desk, this course enables participants to:

- **Learn what retailers expect and how to become a retail-ready supplier**
- **Understand how to secure product placement and plan promotions**
- **Work effectively with retailers to establish a foundation for long-term success**

While this course is particularly important for suppliers new to the North American marketplace, established companies are using the course to train new sales representatives, refocus their business teams, and improve their go-to-market approach for new products and line extensions.

7 STEPS FOR SUCCESS

The online course integrates audio, video, text, and interactive elements to provide an engaging experience.

Companies that complete this course will be acknowledged with retail-ready credentials at GMDC events.

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