



INTEGRATED COMMERCIAL EXCELLENCE

 HEINEKEN



RE-FRESH

HOW WE DO COMMERCE
THE HEINEKEN WAY

1ST TIME

We bring an overarching structure to everything we do in Commerce. Facilitating Learn Share & Reapply



ONE



One common approach that drives increased strategic decision making on allocation of commercial resources

5 LAYERED ROLLOUT



- 1 Regional Presidents
- 2 General Managers
- 3 Marketing & Sales Directors
- 4 All in Commerce
- 5 Beyond Commerce

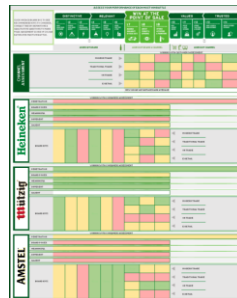
2 400+

Commerce People Trained

6 x 90 Min Bootcamp Training Sessions introducing the Common Approach Including re-refresh sessions



KPI DRIVEN



Priorities & commercial firepower decisions rooted in KPI performance

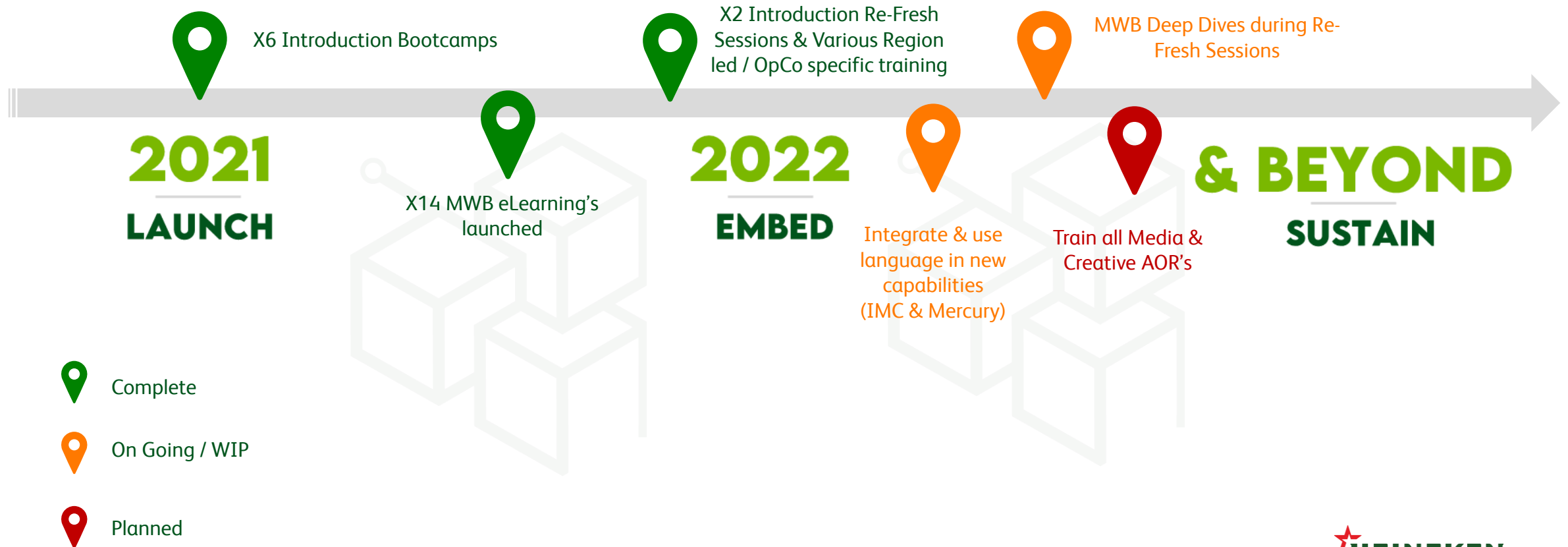
INTEGRATED COMMERCIAL PLANNING



Clear common guidance on how to build strong commercial plans

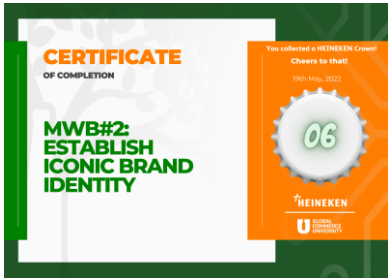


ONE COMMON APPROACH THAT UNIFIES THE COMMERCIAL DEPARTMENT INTO AN INTEGRATED WINNING & CAPABLE TEAM! A JOURNEY





14
SESSIONS IN 4 WEEKS



4 202
REGISTRATION PAGE VISITS
680
UNIQUE USERS

***969**
ATTENDEES WITH STILL 2 SESSIONS TO GO!
*We estimate more / based on completing the form above is conservative NOT UNIQUE



1 260
SESSION REGISTRATIONS
*We estimate more – FORWARDING OF CALENDAR INVITE TO TEAMS VIA CAPABILITY BUILDERS

318
ATTENDANTS IN 1 SESSION MOST POPULAR: INTEGRATED COMMERCIAL EXCELLENCE (AM CET)



NPS
4.8 / 5
HOW USEFUL DID YOU FIND THE SESISON?
SCALE 1-5



Must Win Battle eLearning Completions



66% of all those who started completed the courses

MWB#1-6 have higher completions – indicative Marketing as a function are accustomed to the eLearning’s however it is recommend that despite function we recommend ALL in Commerce complete all 14 MB eLearning’s

Important Action: Continue to promote and drive individuals to complete the introductory courses

