



INTEGRATED  
COMMERCIAL  
EXCELLENCE

 HEINEKEN



RE-FRESH

HOW WE DO COMMERCE  
THE HEINEKEN WAY

# 1<sup>ST</sup> 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

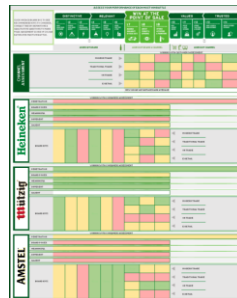
# 2 400+

Commerce People Trained

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

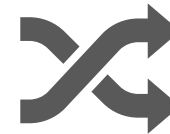


# KPI DRIVEN



Priorities & commercial firepower decisions rooted in KPI performance

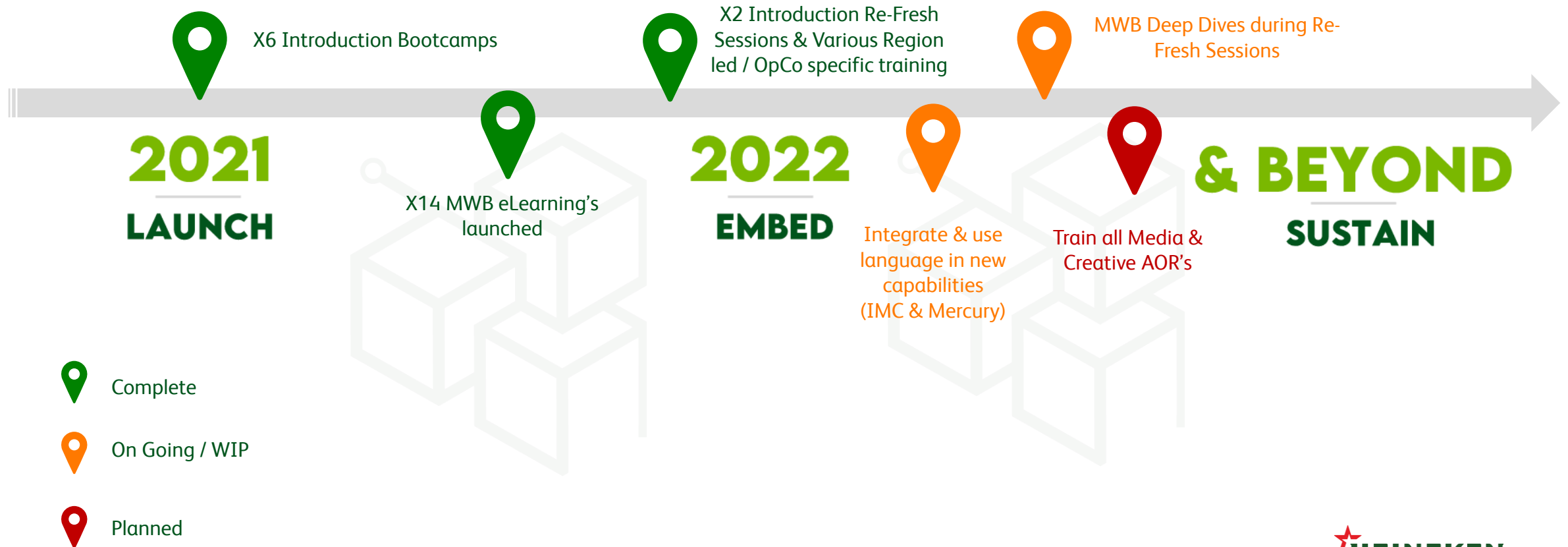
# INTEGRATED COMMERCIAL PLANNING



Clear common guidance on how to build strong commercial plans

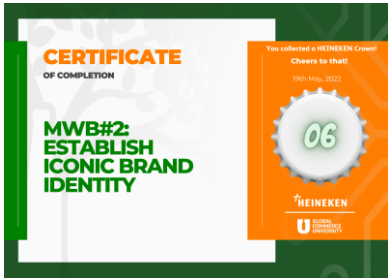


# ONE COMMON APPROACH THAT UNIFIES THE COMMERCIAL DEPARTMENT INTO AN INTEGRATED WINNING & CAPABLE TEAM! A JOURNEY





**14**  
SESSIONS IN 4 WEEKS



**4 202**  
REGISTRATION PAGE VISITS  
**880**  
UNIQUE USERS

**1 139**  
ATTENDEES  
*\*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**  
**4.9 / 5**  
HOW USEFUL DID YOU FIND THE SESSION?  
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

