



So your  
shoppers  
will love you.

shopper  
experience<sup>®</sup>

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## FOREWORD

# Dear readers,

In our industry, shopper love is the greatest good. Because if your shoppers are happy, so are you. But how can retailers and manufacturers get the hearts of their shoppers beating faster – and secure the long-term loyalty of their customers? We have the answers.

At GS1 Germany, we have lived the ECR concept for over 20 years and we have been involved in the shopper experience area with the Category management theme over the course of 20 years. We have dedicated ourselves to developing love between retailer, manufacturer and shopper.

Our expertise is our greatest strength. We pass on our know-how to you in the form of training, consulting & services as well as studies & insights – because shopper love also grows when shared.

You too can become the shoppers' favourite – for example, with our course to become a Certified GS1 (Online) Category Manager<sup>®</sup>, which has already been completed by more than 4,500 participants from all over the world.

As well as the "classics", such as our training courses, you will also find new offers within the following pages. Because standing still means taking a step backwards – this is truer than ever in retail. That is exactly why we are continuously building up knowledge, have strengthened our team and expanded our portfolio. Have a look and take away new food for thought and impulses for your business!

With warm regards,



**Birgit Schröder**

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# shopper experience®

Retailers, manufacturers and service providers reach their shopper more successfully with GS1 Germany. Our portfolio includes training, consulting, services, and studies and insights around the shopper experience. We have been connecting retailers, manufacturers and shoppers impartially and professionally for more than 15 years.

**So your shoppers will love you.**



What needs to be done to develop great **shopper love**?

As is the case in any happy relationship, read your shoppers' wishes in their eyes - and make sure they have an unforgettable shopping experience. Because that's the basis for loyal customers who shop more frequently and spend more money. Further cost savings through more efficient processes ensure increasing profits. A **win-win-win situation** for all involved.

Our experts support you in this and lay the foundation for a happy retailer-manufacturer-shopper relationship.



## TRAINING

# Practical experience with expert knowledge.

**Retail is all about change and this is more relevant than ever. Today's retail outlets cannot simply facilitate shopping, but also have to offer the shopper an experience. Category management and shopper marketing play a major role in this. How is retail perceived by the shopper? Why do they prefer certain products? And how can retailers and manufacturers benefit from it?**

We provide a holistic view of the shopper experience. Alongside our Certified GS1 Category Manager® course, we also offer individualised training and workshops which highlight shopper journeys from different perspectives.

And this is done by consultants and trainers with relevant experience in the sector. After all, expertise is one of our notable strengths. Would you like to see the world through the eyes of your shopper? From compact learning to certified training, our courses provide the know-how you as a retailer, manufacturer or service provider need to help you reach your shoppers even more successfully. This presents the great opportunity to take their hearts by storm!

# Training<sup>®</sup>

Shopper love has to be learned – we show you the route to your shoppers' hearts.

[gs1.de/sx-en-trainings](https://gs1.de/sx-en-trainings)

**Do you have questions  
about our training?**

**Agnes Garve**

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# There, where you need us - our training locations.

## GS1 Knowledge Center

One location - diverse possibilities. Our creative hub in Cologne provides a unique learning atmosphere. In our Experience Centre, you can experience the future of shopping up close with interactive shopper journeys.

## Online

Remote, from anywhere around the world, directly into your shoppers' hearts: flexible and interactive, our experts will also make you your shoppers' favourite digitally.

## In-house

Are you looking for training that is tailored to your needs? We can deliver all seminars and courses at your company if required. Also available upon request in English, Spanish, French or Swedish.

## Blended Learning

It's all in the mix: combine the best of both worlds in our blended learning training format - a combination of on-site at our GS1 Knowledge Center and online.



## THREE STEPS TO YOUR INDIVIDUAL OFFER:

1.

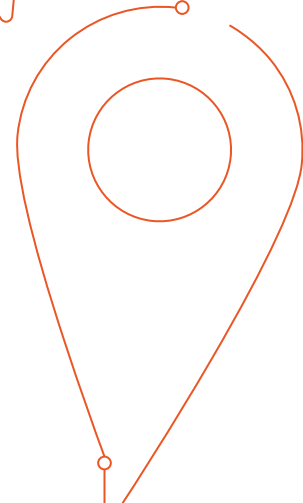
Get in touch with us.

2.

We discuss your training and learning objectives.

3.

We prepare an individual offer according to your needs.



# The foundation of every good shopper relationship.

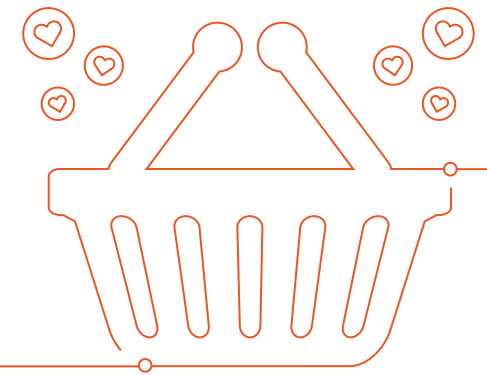
For the really big shopper love: Regardless of the size of the company, category management is the matchmaker between retailer, manufacturer and shopper. If you want to become the favourite of your shoppers, you should place your customers in the focus of all your activities. But what are the needs of today's (and tomorrow's) shopper? Category management finds the answers along the 8-step process.

**The foundation must be right: We see to it that you take your shopper's heart by storm.**

In our Category Management Fundamentals, we provide you with basic compact learning in five practical modules enabling you to take your first steps in category management or to operate on an equal footing with experienced category managers, buyers or assortment managers.

**Ready to boost your enthusiasm?**

Get more information at [gs1.de/cmb-en](https://gs1.de/cmb-en) and sign up.



## TARGET GROUP

The seminar is designed for participants with little CM experience in retail and manufacturing who have contact with CM as an interface. Ideal for employees in the areas:

- category management
- purchasing
- assortment management
- sales
- key account management
- marketing
- product management



## LEARNING OBJECTIVES

Which principles does category management follow and what does the 8-step process look like?

- Which elements are relevant to your role and how can you apply them?
- How can categories be defined from the shopper's perspective?
- Which shopper KPIs are used to analyse categories?
- How are assortment, placement and promotion activities derived?



## CONTENT

Category insights and definition

- importance and potential of the category
- shopper KPIs
- deep dive in assortment and placement optimisation
- implementation of activities and quality assurance on the shop floor
- group tasks based on case studies



**DURATION**  
2 days



**LOCATION**  
Online or on-site training (GS1 Germany Knowledge Center, Cologne)



**PRICE**  
1,495 € + VAT per person



**DATES**  
Current dates can be found at [gs1.de/cmb-en](https://gs1.de/cmb-en)



# Because enthusiasm can be enhanced: the heart of what we do.



How does a good customer relationship become great shopper love? Category management finds answers to this mother of all questions. It is about a customer-oriented assortment and space optimisation that meets the needs of shoppers in the best possible way, whether it be in FMCG, fashion, pharmacies, household goods or electronics.

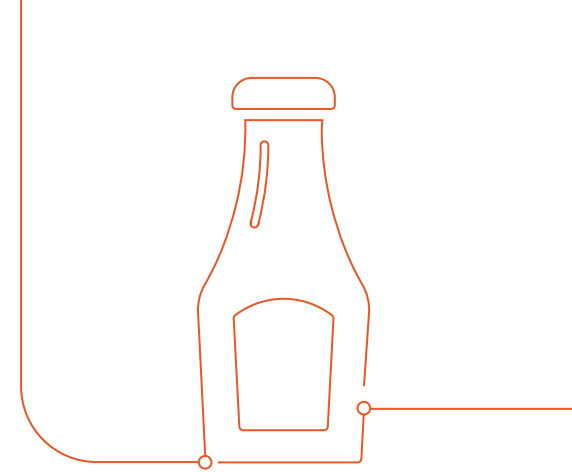
**So how do you actually become a category manager?**

## Many paths lead to the heart of your shoppers – we know the best route:

In our exclusive course to become a Certified GS1 Category Manager®, you learn all the business development of category management over nine seminar days alongside working. You will then be able to apply your skills in practice and independently plan, manage and implement category management projects in your company.

## Ready to boost your enthusiasm?

Find more information on [gs1.de/cm-en](https://gs1.de/cm-en) and sign up.



## TARGET GROUP

Employees from retail, manufacturing and service companies in the areas category management • (trade) marketing • sales • purchasing • business development • process management • key account management • ECR



## LEARNING OBJECTIVES

How are category targets defined and checked? • Which criteria are used for listing and delisting articles? • How does the shopper perceive the optimal shelf? • How can category management be implemented successfully at point of sale? • How can a good cooperation between retail and manufacturing be achieved?



## CONTENT

Cooperation between retail and manufacturing • 8-step category management process • data sources, analysis methods and tools • determining potential • categories from the shopper's perspective • category definition, assessment and implementation • development of the strategic direction and activities • presentations by external category management experts



**DURATION**  
9 days



**LOCATION**  
Blended learning, online or on-site training (GS1 Germany Knowledge Center, Cologne)



**PRICE**  
6,995 € + VAT per person



**DATES**  
Current dates can be found at [gs1.de/cm-en](https://gs1.de/cm-en)

# Shopper love with just one click.



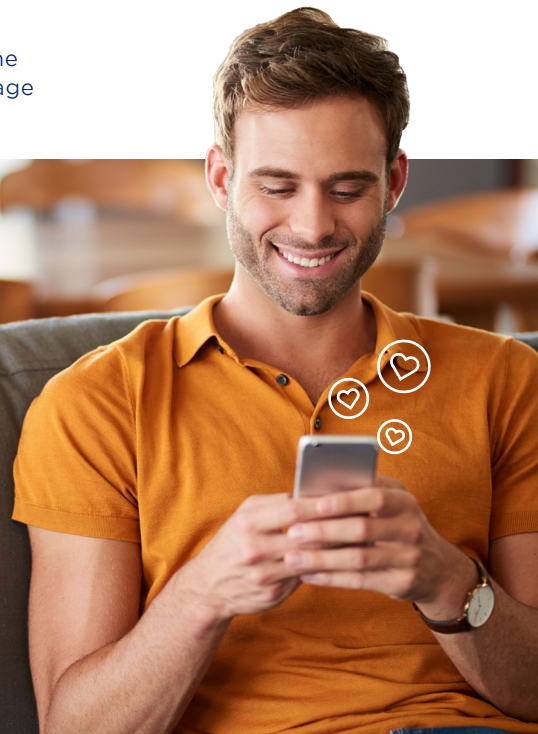
Right away, always, everywhere: for the perfect shopping experience, the shopper places high demands on the digital sales channel. But how do you satisfy all of these demands? With an intelligent online category management concept, for example. But this cannot be implemented overnight – and certainly not on its own.

## We help to get your shoppers' hearts beating fast digitally, too:

In our seminar, we provide you with fundamental knowledge in four practical modules to align your online business with the modern shopper – strategically and in the long term – and to optimise your own processes along the way.

## Love which goes further.

Find more information at [gs1.de/cm-online](https://gs1.de/cm-online) for public training dates in German language or contact us for an individual offer.



## TARGET GROUP

Employees from retail, manufacturing and service companies in the areas: category management • (trade) marketing • product management • purchasing • sales • key account management



## LEARNING OBJECTIVES

What does the shopper need and expect from their online shopping experience? • What are the building blocks of the 8-step category management process? • How can the potential of shops be determined? • How can the shop performance be improved with the help of the shopper-centred online category management approach? • Which tips and tricks can be directly applied in practice?



## CONTENT

Fundamental knowledge of category management • needs of the online shopper • potential for online category management in the overall corporate context • the 8-step category management process in e-commerce • best practices and exercises



**DURATION**  
2 days



**LOCATION**  
Online or on-site training (GS1 Germany Knowledge Center, Cologne)



**PRICE**  
1,495 € + VAT per person



**DATES**  
Current dates can be found at [gs1.de/cm-online](https://gs1.de/cm-online)  
in-house only



# When an online acquaintance transforms into a great love.



Digital expertise is in higher demand than ever before. Everyone is looking to the digital natives – what’s missing are digital leaders who, with their category management knowledge, also satisfy the demands of shoppers in e-commerce. Because, even outside of brick-and-mortar retail, it’s all about understanding the shopper and aligning the assortment policy accordingly.

**If you want to take your shopper’s heart by storm, it’s time for the next step – let us play cupid for you:**

## Are you ready for big love?

Find more information at [gs1.de/ocm-lehrgang](https://gs1.de/ocm-lehrgang) for public training dates in German language or contact us for an individual offer.

In our exclusive course to become a Certified GS1 Online Category Manager®, you will learn across eight varied modules how to inspire online shoppers to achieve better conversion rates and higher value shopping baskets.

We illustrate how you can also implement the 8-step process successfully in e-commerce. After that, you will be able to apply category management independently in e-commerce and omnichannel retailing.



## TARGET GROUP

Employees from retail, manufacturing and service companies in the areas: category management  
◦ marketing ◦ sales ◦ purchasing ◦ business development



## LEARNING OBJECTIVES

How can we better understand the online shopper? ◦ How can the 8-step CM process be applied in e-commerce? ◦ Which framework conditions influence successful category management in e-commerce? ◦ What are the relevant success factors for online shops? ◦ Which interfaces are relevant for category management in e-commerce?



## CONTENT

Shopper behaviour in e-commerce ◦ framework conditions for successful online category management  
◦ applications of the 8-step CM process in e-commerce  
◦ online marketing fundamentals ◦ presentations by external e-commerce experts



**DURATION**  
9 days



**LOCATION**  
Blended learning, online or on-site training (GS1 Germany Knowledge Center, Cologne)



**PRICE**  
6,995 € + VAT per person

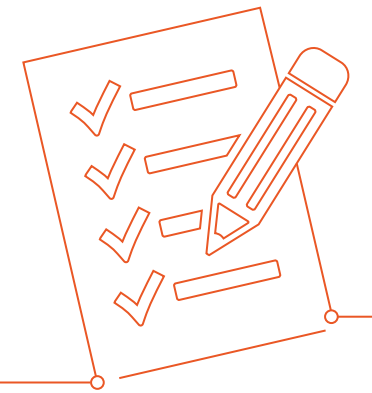


**DATES**  
Current dates can be found at [gs1.de/ocm-lehrgang](https://gs1.de/ocm-lehrgang)



in-house only

# See the world through your shopper's eyes.



Can you read your customer's every wish in their eyes? It's possible! Well, almost. From eye tracking and shopper flow studies to accompanied shopping: There are numerous ways to gain an insight into the shopping world of your customer and thereby better understand your shopper.

**Shopper insights are the main key to the heart of your shopper – we help you find them and read them correctly:**

## Venture into the heart of your shopper.

Find more information at [gs1.de/shopper-insights](https://gs1.de/shopper-insights) for public training dates in German language or contact us for an individual offer.

In our seminar, you will learn about the current methods, technologies and insights for gaining shopper insights. This will enable you to assess which research method mix will best suit your company, so that you can understand your shopper even better and respond to their needs. You will also learn to formulate specific research questions for your company and category.



## TARGET GROUP

Employees from retail, manufacturing and service companies in the areas: category management • (trade) marketing • product management • purchasing • sales • key account management



## LEARNING OBJECTIVES

Significance and utilisation of shopper insights as a basis for success with the customer • overview of the important shopper insights methods • a look into the practice with examples • critical aspects of agency briefings • developing and evaluating research questions for your own business practice



## CONTENT

Current methods for gaining shopper insights • success factors for implementing shopper insights • case studies from different product groups • practical exercises • budget utilisation and agency briefing



**DURATION**  
2 days



**LOCATION**  
Online or on-site training (GS1 Germany Knowledge Center, Cologne)



**PRICE**  
1,495 € + VAT per person



**DATES**  
Current dates can be found at [gs1.de/shopper-insights](https://gs1.de/shopper-insights)



in-house only



## Always by your side with know-how and experience.

We advise, support, inspire and accompany you. Our experts ensure the successful implementation of your category management projects and the path to a successful shopper experience – online, in-store and across all sectors. So your shoppers will love you.

From practice, for practice: We are pleased to support you in your projects with our know-how and experience – so that your project does not remain theoretical, but becomes a reality.

Together with you, we lay the foundation for successful category management – from establishing the organisation to the sourcing, generation and analysis of shopper insights and data, to the derivation and implementation of your category vision and story. Whether for a category or the total store, brick-and-mortar or online: No matter the challenge you are facing, we provide you with impartial and independent advice and help you exactly where it is needed. Let's develop solutions together, implement measures and celebrate successes. And transform your customers into true fans.

# Consulting & Services<sup>♡</sup>

Sometimes shopper love requires a helping hand - we provide the needed trigger.

[gs1.de/sx-en-consulting](https://gs1.de/sx-en-consulting)

Do you have questions about our consulting?

Birgit Schröder

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# Our consulting and services portfolio.

## CATEGORY MANAGEMENT

**Discover and realise category potentials:** become the shoppers' favourite with the right assortment, short search times and co-ordinated placements.

## ONLINE CATEGORY MANAGEMENT

**The shoppers' favourite in one click:** from the first page view through to the final transaction, we help you create a real shopping experience also online.

## TOTAL STORE

**Understanding and advancing the big picture:** shopper love at its best – we support you with a holistic, cross-category store optimisation.

## CATEGORY VISION

**Thinking about tomorrow today:** together we will examine the trends of tomorrow and lay the foundations for increased shopper activation and category growth.

## WORKSHOPS

**Concrete steps for facing concrete challenges:** in individual workshops customised to your needs, we work with you to develop tailor-made solutions.

## SHOPPER RESEARCH

**Understanding how the shoppers tick:** with the gathering of insights, we achieve a deep understanding of shoppers' needs – and give you concrete recommendations for action.

## EXPERT PRESENTATIONS AND TOURS

**Experience knowledge:** on an interactive shopper journey at the the GS1 Knowledge Center or live on the stage, we will take you into the world of the shopper experience.

## INTERIM MANAGEMENT

**Because doing it yourself is not always easy:** where required, we also lend a hand at the operational level – and become a temporary part of your team.





# Studies & Insights

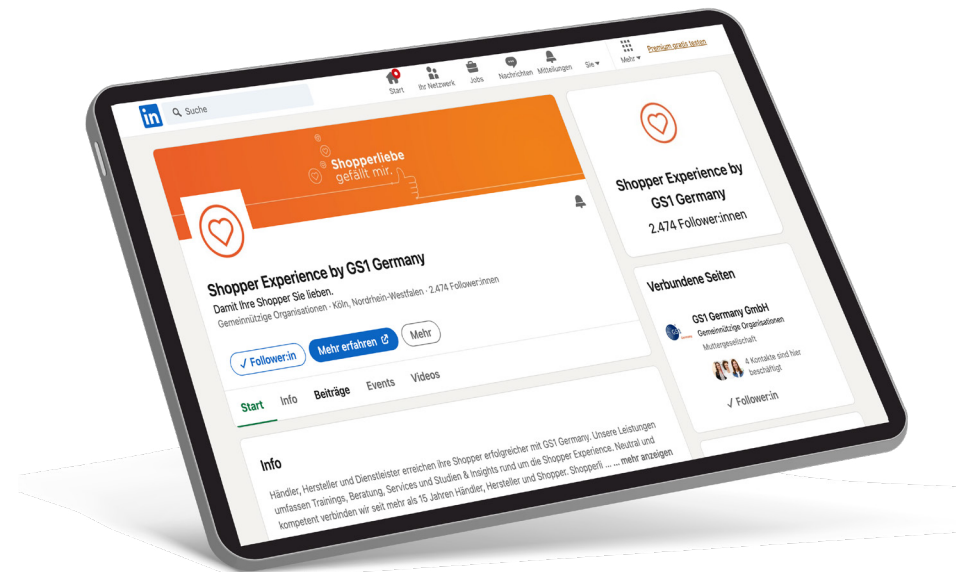
Because shopper love also grows when shared: in our publications, we pass our expertise on to you - so that you can take the next step.

[gs1.de/sx-insights](https://gs1.de/sx-insights)

## STUDIES AND INSIGHTS

# Success through leading edge knowledge.

**Creating knowledge, bundling knowledge, imparting knowledge: We are close to the trends and needs in the market. We gather industry knowledge through our own shopper experience studies, share our experiences and summarise what other experts have gathered - in our studies, insights, white papers and recommendations for application. For more information, check out our LinkedIn focus page.**



**Do you have questions about our publications?**

**Christian Eisenberg**

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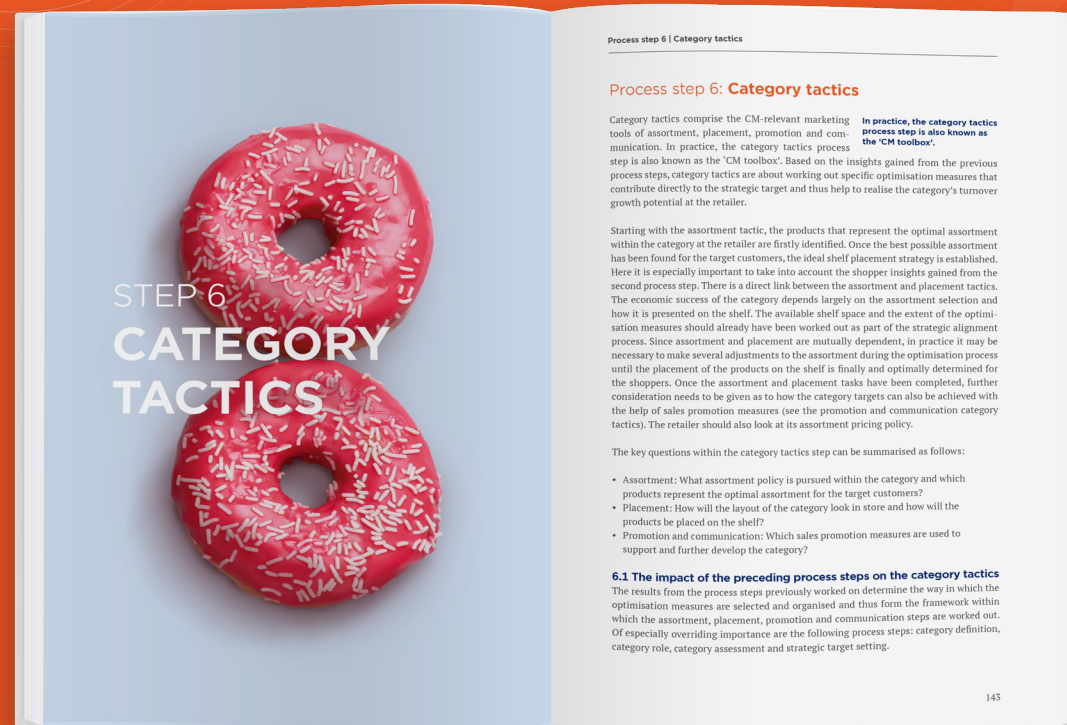


# ONE BOOK, A MULTITUDE OF KNOWLEDGE.

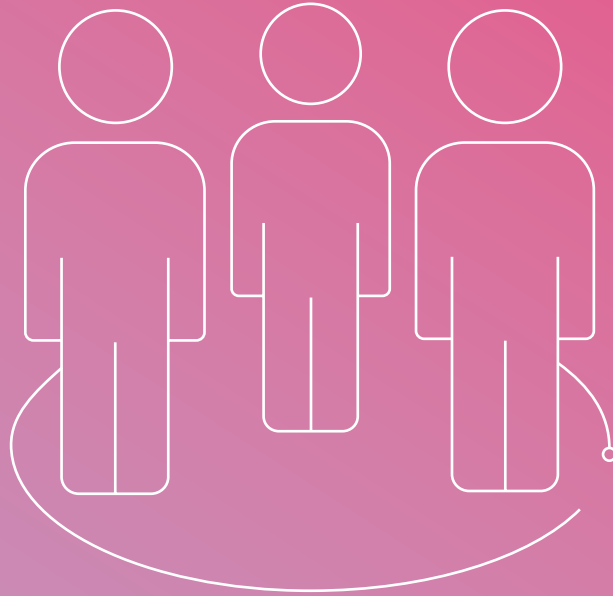
## CATEGORY MANAGEMENT IN EIGHT STEPS FOR MORE SUCCESS AT THE POINT OF SALE

Cooperation creates added value. This is the basic idea behind category management (CM). Retailers and manufacturers pool their knowledge to strategically develop categories. The focus is on the needs and expectations of shoppers and consumers in brick-and-mortar retail, as satisfied customers lead to benefit for all parties involved.

The basis for successful CM is the standardised 8-step CM process. Hand in hand, in eight consecutive steps retailer and manufacturer identify category specific value potential, develop appropriate measures and implement them in store.







# Team<sup>♡</sup>

Our experts are your matchmakers – for a neverending love story between retailers, manufacturers and shoppers.

[gs1.de/sx-team](https://gs1.de/sx-team)



**Agnes  
Garve**



**Alex  
Borowski**



**Alwina  
Schmidt**



**Birgit  
Schröder**



**Christian  
Eisenberg**



**Christina  
Scholz**



**Dr. Jennifer  
Meyer**



**Dr. Julia  
Linder**



**Ellen  
Haddick**



**Inga  
Natrop**



**Iris  
Langnickel**



**Lisa  
Esser**



**Miriam  
Geppert**



**Miriam  
Schupbach**



**Mona  
Cypris**



**Petra  
Engels**



**Sofia  
Allerby**



**Thomas  
Pelz**



**Tobias  
Feldkamp**



**Tomas  
Hauke**



**Vanessa  
Pomp**



**Victoria  
Niebur**



**No stranger to  
shopper love?**  
Then we look forward to receiving  
your application!



# Follow us.

