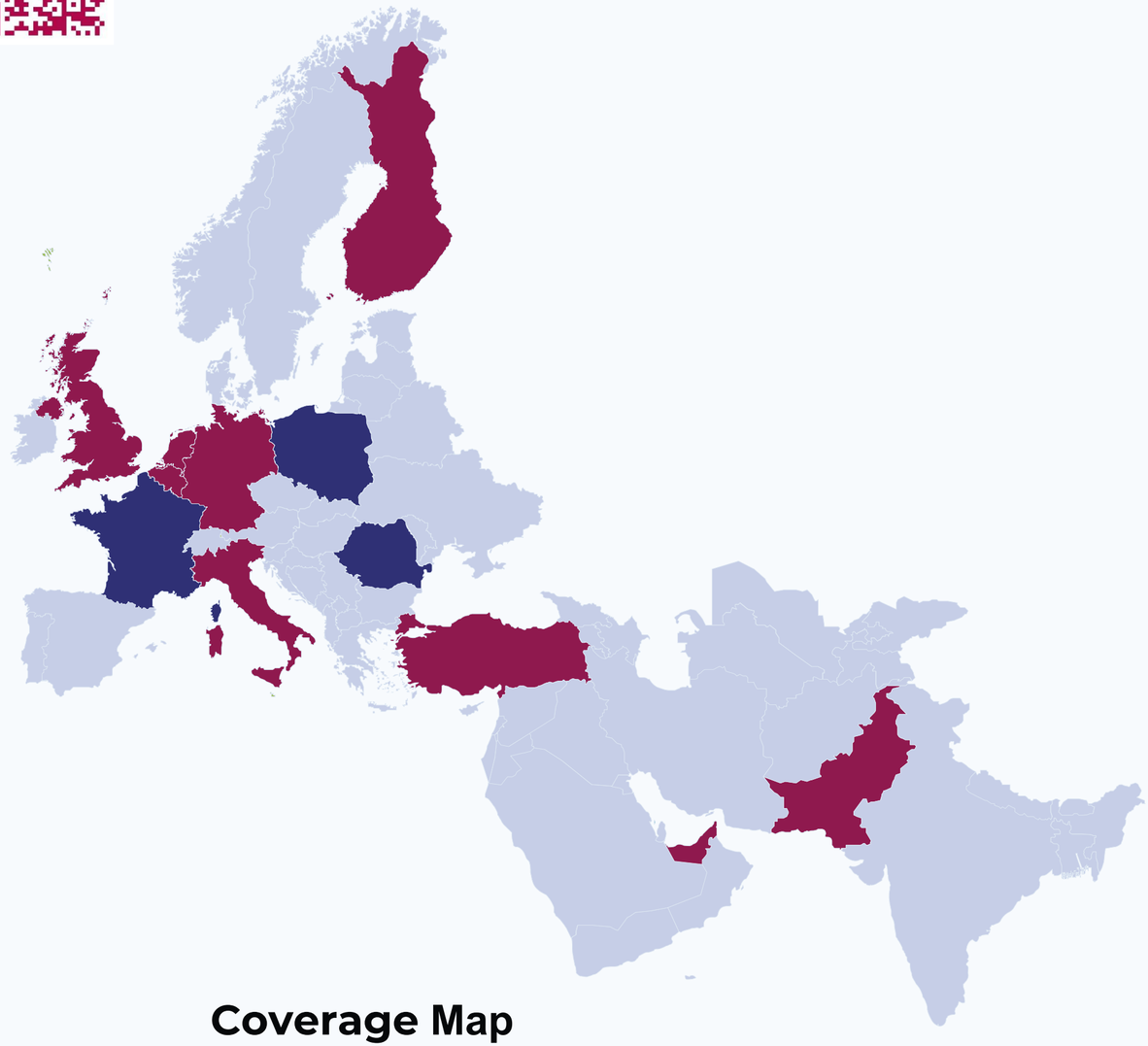
About Marco Polo CEE



Coverage Map

Clients

Marco Polo's Headquarter

MARCOPOLO PERFORMANCE / CENTRAL & EASTERN EUROPE

Marco Polo CEE is part of the international Marco Polo Group, with over 10 years of experience in training and consulting.

We operate across Europe, the Middle East, and North Africa, helping companies develop their teams and accelerate performance.

Our mission:

" Enabling Growth for People, Developing Growth for Business"

Clients & Industries

MARCOPOLO PERFORMANCE

B2B services

secunet
point
EOS
REGINA MARIA
REȚEAUA PRIVATĂ DE SĂNĂTATE
FIELDSTAR
LIMITLESS BRAND ACTIVATION
EIFFAGE
Ajilon
assystem

Energy

OMV Petrom
OMV
distribuție
VEOLIA
enel
rompetrol

Distribution & Logistics

Intermarché
Etam
affinity
Transport Solutions
PART OF XPEDIATOR PLC
effea
DES ESPACES POUR MIEUX VIVRE
MOBALPA
UTA
cefic
HEINRIG DISTRIBUTION
Yusen Logistics
CUISINES SCHMIDT
DECITRE
delamode
International Logistics
PART OF XPEDIATOR PLC
MDA
ELECTROMENAGER IMAGE - CLIMATISATION
N°1DU DISCOUNT

Healthcare and beauty

Takeda
DONA
TOP LINE
UNALIKE BEAUTY
SECOM
ewo pharma
since 1959
XPERT / BEAUTY
Roche
MERCK
PROMOTHERA
LABORATOIRES OMEGA PHARMA
COTY
Gallia
Johnson&Johnson
SANTE BEAUTE FRANCE
SIGVARIS
NOVARTIS
NOVARTIS
SECOM

Financial

Raiffeisen LEASING
Raiffeisen INSURANCE BROKER
Asigurare așa cum trebuie
Raiffeisen BANK
coface
FOR SAFER TRADE
UniCredit Leasing
NN
BCR
AON
Groupama
AXA
KPMG
BNP PARIBAS

Travel & Real Estate

BLITZ
ANA HOTELS
GlobalVision
A future to share

Food & Beverages

MARS chocolat
Intersnack
DANONE
LG
IDEAL
Unilever
ania
LAVAZZA
GENERAL MILLS
Florette
LIDL
Scotts
MARTELL
GROUPE AOSTE
Solinest
Heineken
Coca-Cola HBC
AGRICOLA neam de gospodari
mom
The Coca-Cola Company
Carlsberg Group
Pierre Martinet
city grill
Syntilor
LA FANTANA vine la tine
d'aucy
Kandia
KFC
LESAFFRE
Charles & Alice
Michel et Augustin
FrieslandCampina
GROUPE LACTALIS
Prutul
Tradiția care obligă
KAMIS
La Lorraine BAKERY GROUP
AMARO MONTENEGRO 1885
PODRAVKA
FORNO d'ASOLO
müller
Kellogg's
Pernod Ricard

Manufacturing & Retail

ARSIS
MICHELIN
VIACON
Linde
ALUKONIGSTAHL
ASAM INDUSTRIE
Doméo
ELECTROPRECIZIA
Electrical Motors
PHILIPS
ADIENT
ALTEX
rtc: o zi bună la birou!
Wienerberger
KÄRCHER

IT Services & Telecom

Edenred
sodexo
Cegid Group
rds rcs communications
UBISOFT
tazz
7card
vodafone
Hewlett Packard Enterprise

Agriculture

ADAMA
Timac AGRO
Kwizda
rodbun
AGRICOVER
Clubul Fermierilor Români
pentru agricultură performantă
AECTRA
AGRICULTURES & TERRITOIRES
CHAMBRES D'AGRICULTURE PAYS DE LA LOIRE

L'ORÉAL PARIS

THE Coca-Cola COMPANY

LAVAZZA TORINO, ITALIA, 1895

DANONE

Coca-Cola Hellenic Bottling Company

COSTA COFFEE

20 + Years of Strategy
20+ Years of International Customer Management
25+ Years pf People Management
30+ Years of Capability Development
Worked in 31 Countries

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Our Objectives for Today

” Enabling Growth for People, Developing Growth for Business”

1. Link Between Strategic and Capabilities
2. Link Between Personal Growth and Capabilities

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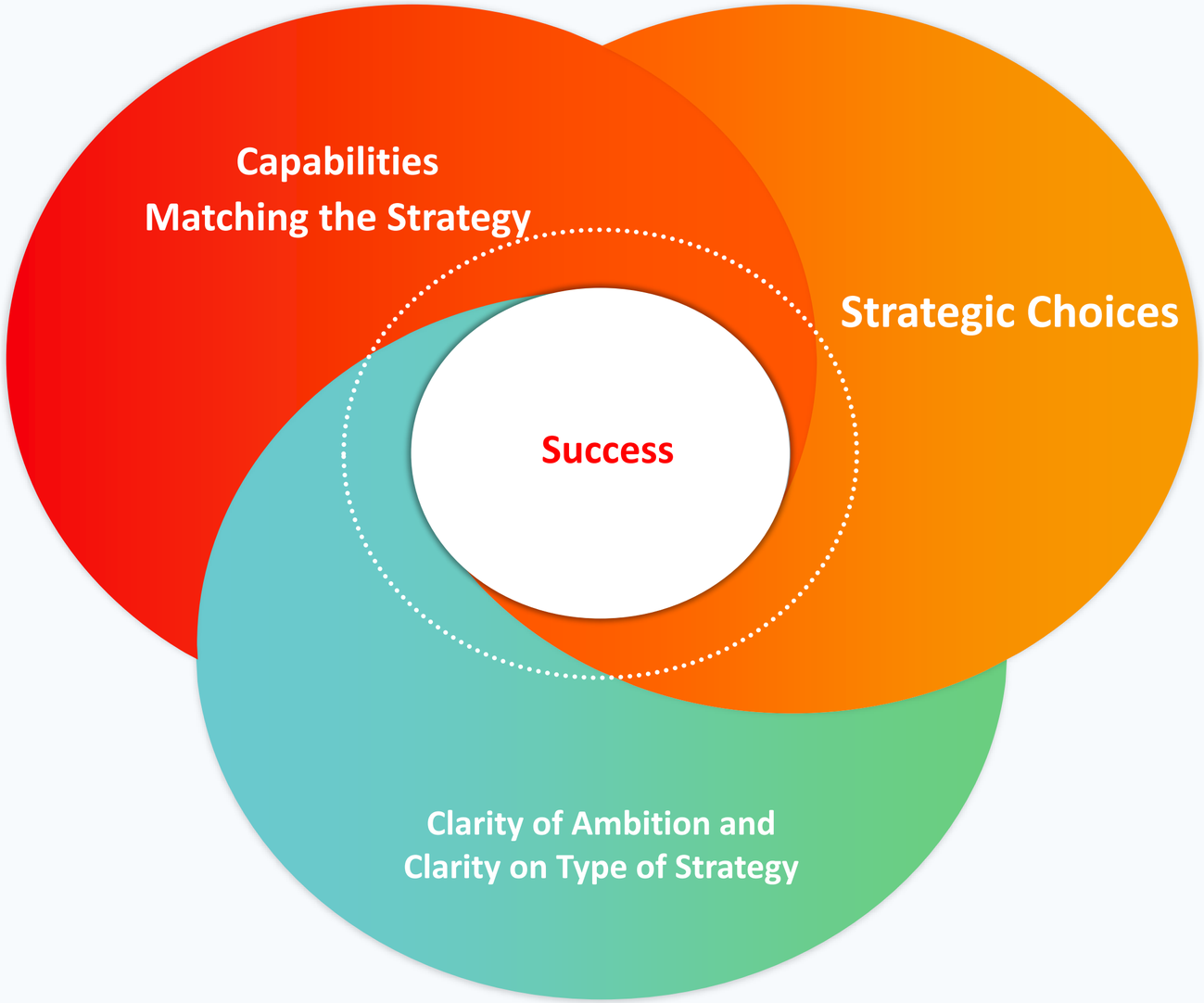
Commercial capability philosophy



How Companies are Matching Jobs with People

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3 Key Pillars in Career Development

Career Profiles



Resource Allocation

Opportunity Visibility

Long Term Ambitions



Opportunities



Supply

Demand

All Depending on the Winning Ambition of the Companies!

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Types of Strategy

Play to Win

Play to Participate

Play to Defend

Play to Enter

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Winning in the Market

Requires More than a Clear Objective…

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Requires…

Strategy /
Clarity of Choices



Right Market
Capabilities



Right Level of
People Capabilities



Strategic Choices

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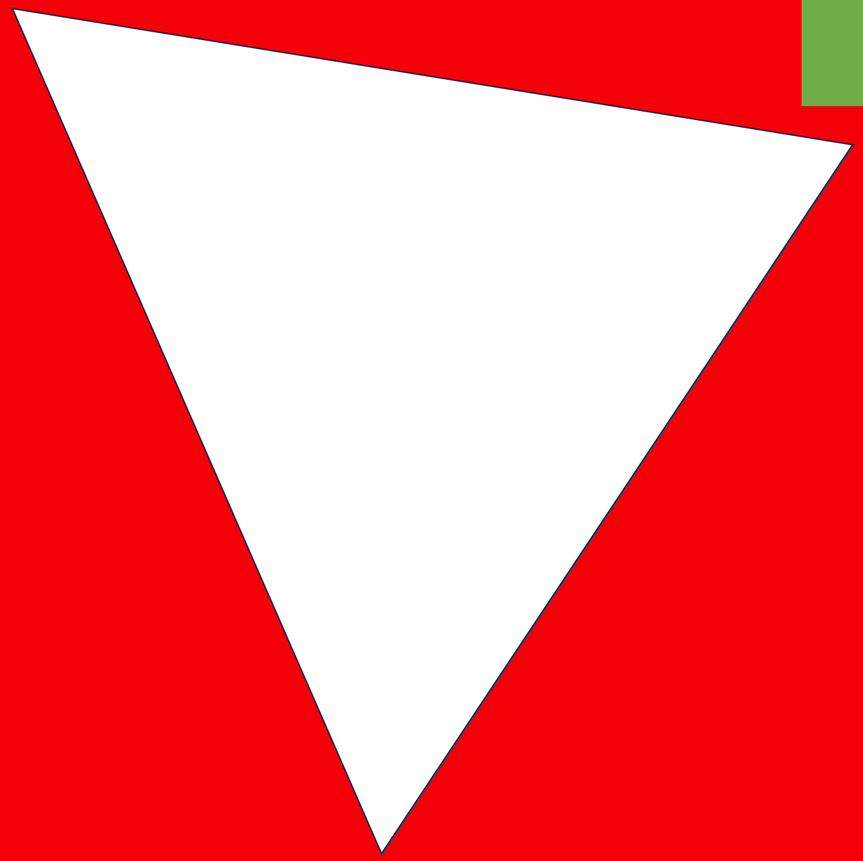
Product

Operations



Customer

Strategic Choices

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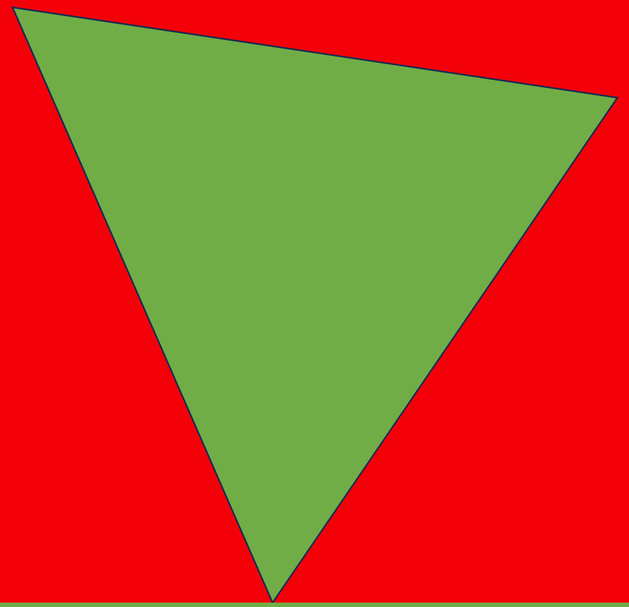
Product

- Differentiation
- Marketing
- Innovation
- Loyalty



Operations

- Efficiency
- Cost
- Planning
- Service Levels

Customer

- Knowledge
- Proximity/ Relathionship
- Higher Value Creation
- Strategic Dependability

Strategic Choices

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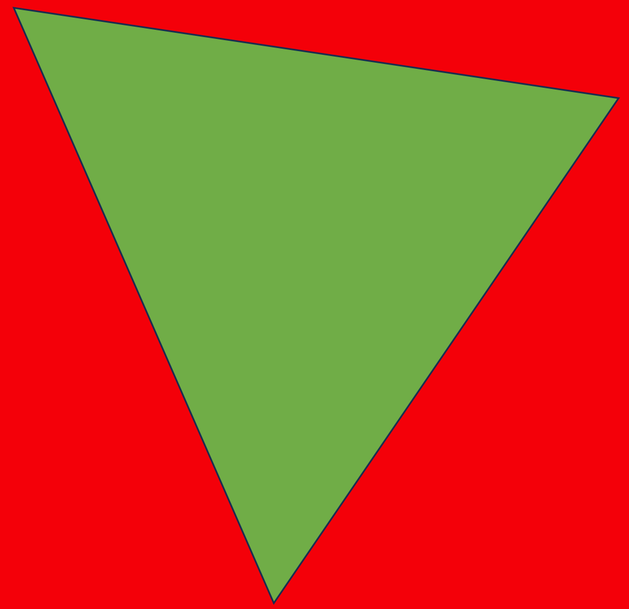
Product

- Actimel
- Coke/ Pepsi
- Kinder
- Aqua Carpatica



Operations

- Lidl
- CCHellenic
- Lactalis
- Transavia

Customer

- Nestle
- L'Oreal
- PepsiCO
- JDE

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Every Strategic Choice Requires the Right Set of Capabilities !!

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Every Strategic Choice Requires the Right Set of Capabilities !!

Market Capabilities

People Capabilities

360 Strategy Cycle

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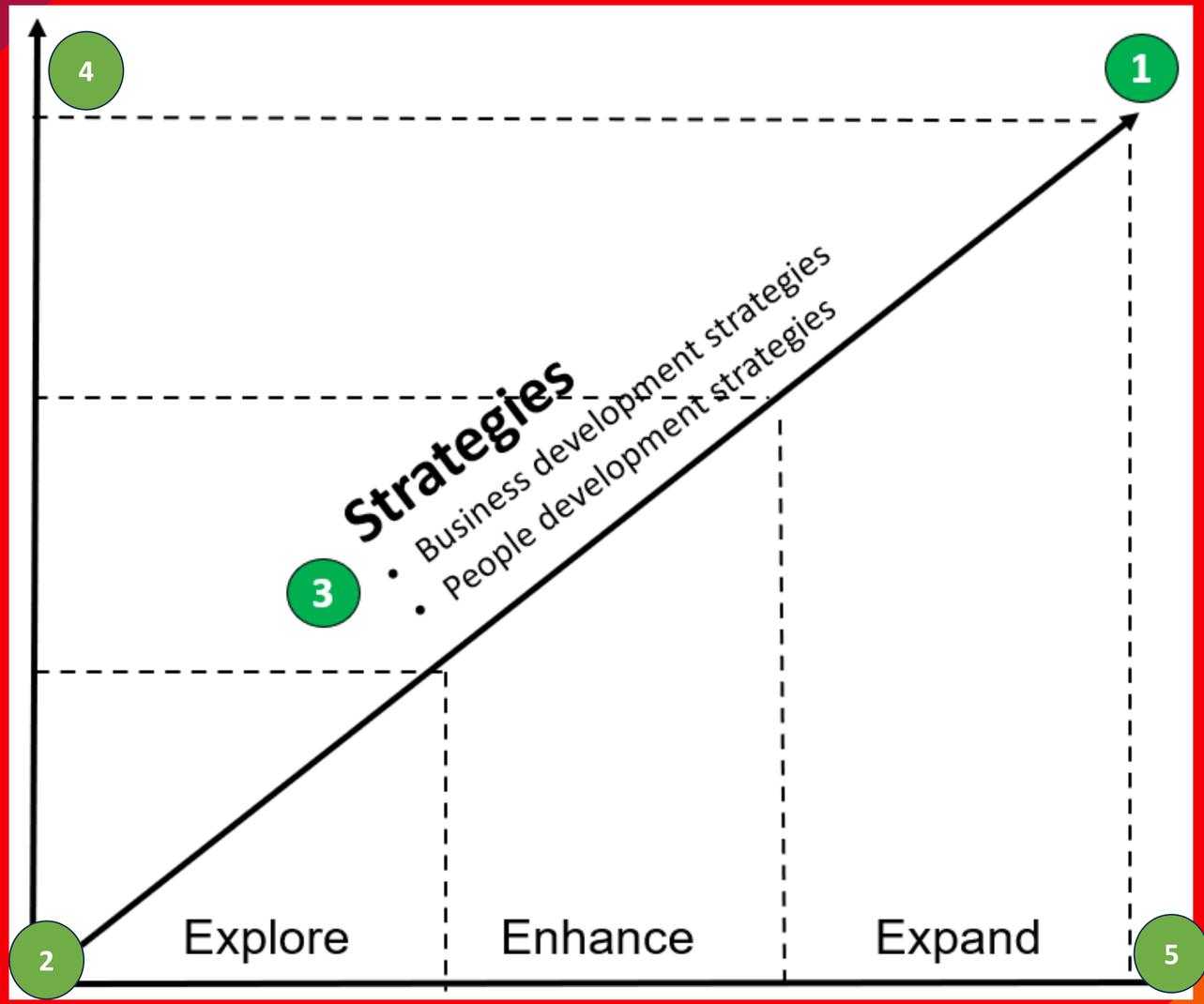
Market Objectives

Destination



Current Reality

Capabilities

Strategic Capabilities

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Future-Ready commercial teams

“The How To” of Best in Class

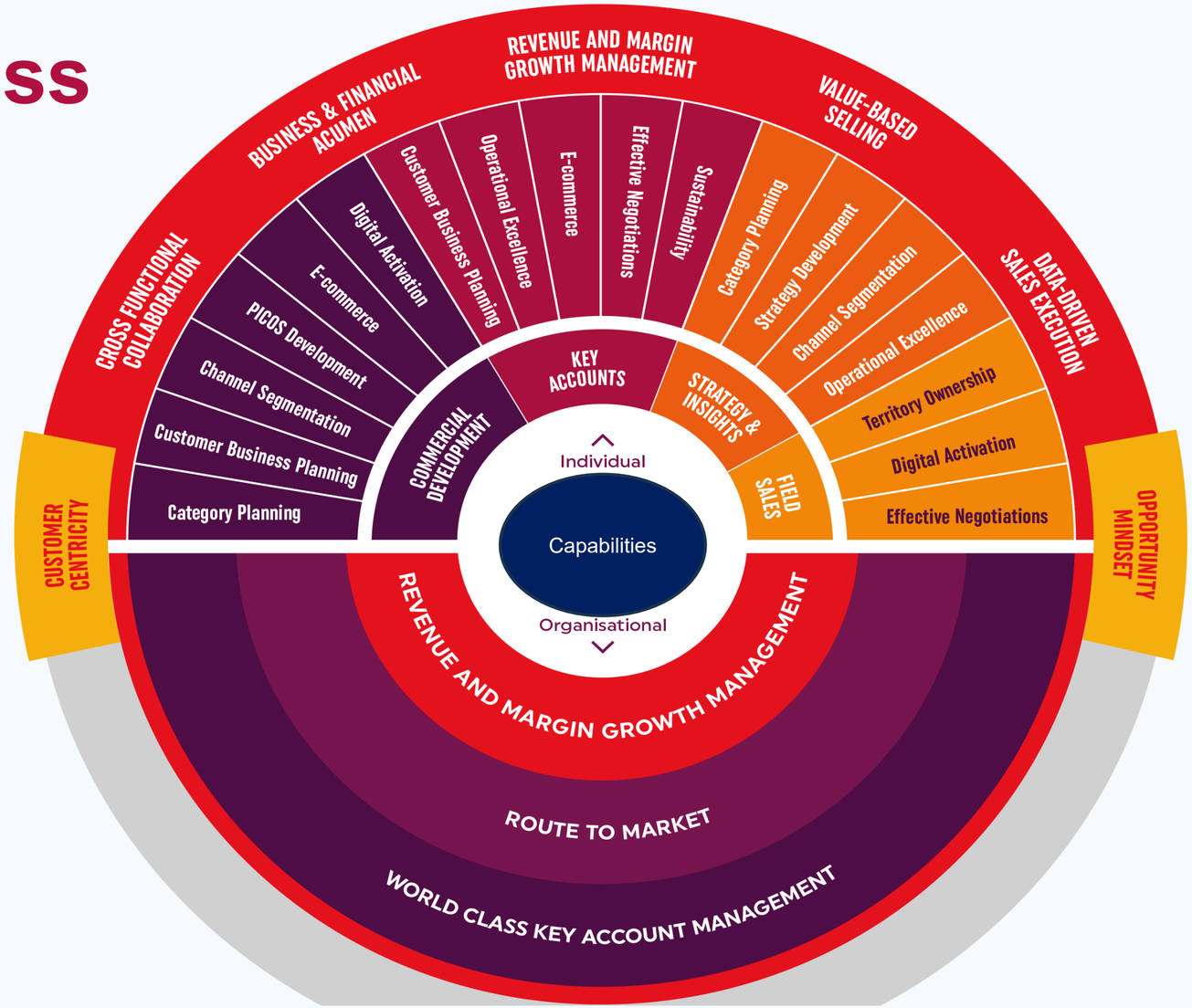
Step 1. Understand Where We Are
(Skills , Capabilities vs Strategy Destination)

Step 2. Define Where We Need To BE:
Capabilities (Definitions, Levels)

Step 3. Build the Journey
(Academies, Certifications)

Step 4. Execute with Excellence
(Motivate and Reward)

Step 5. Evaluate & Fine Tune Capabilities
(Performance Management)



The Way we Suggest you look at People Capabilities

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Will Totally Change Your View on What people need Develop



CONFIDENCE

MISINFORMED
High confidence, low competence
Results: Errors
Improvement: Basic Training and Reality Check

MASTERY
High confidence, high competence
Results: Smart Action
Improvement: New Levels & High Level Practice/ Projects

UNINFORMED
Low confidence, low competence
Results: Paralysis
Mejora: Basic Training & Basic Projects

DOUBT
Low confidence, high competence

Results: Hesitation
Improvement: New Levels &Coaching

COMPETENCE

STRATEGY CHOICES … LEADING TO DIFFERENT CAPABILITY REQUIREMENT…

Demand Creation

Demand delivery

BUILDING AVAILABILITY AND SPEED TO MARKET IN ALL CHANNELS

- Customer Knowledge
- Mapping Key Opportunities
- Qualified Lead Management

WIN THROUGH CUSTOMER PREFERENCE

- Lead in Category Management
- Creative and Accretive Promotions
- High Margins Delivery

COST EFFICIENCY

- Logistic Best in Class Cost
- Warehousing
- Leveraging out IT/IS Systems
- Service potentiality

PURCHASING

- Buy Better than everyone else
- Work with suppliers that enhance differentiation

OBJECTIVE :
GROWING FASTER THAN THE MARKET: 30% VS 15%

BEST PRACTICE : NEW CAPABILITIES & NEW PROGRAMS

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COMPETENCIES	KEY TOPICS	DEEP-DIVE CURRICULUM
COMMERCIAL FUNDAMENTALS	BUSINESS & FINANCIAL (P&L) MINDSET	BUSINESS UNDERSTANDING; TRADE MATH & PROFIT STORY
	REVENUE & MARGIN GROWTH MANAGEMENT	PACK MIX; CHANNEL ACTIVATION; CORE OF RGM
	VALUE-BASED SELLING	SIMAC; ADVANCED SELLING; HANDLING OBJECTIONS
	DATA-DRIVEN SALES EXECUTION	UNDERSTANDING THE CUSTOMER
	CROSS-FUNCTIONAL COLLABORATION	EFFECTIVE CROSS-FUNCTIONAL COLLABORATION
SALES CAPABILITIES	DIGITAL ACTIVATION	
	NEGOTIATION	NEGOTIATION FOUNDATION; CONDITIONAL TRADING
	TERRITORY OWNERSHIP	
	PEOPLE DEVELOPMENT	COACHING; CHANGE MANAGEMENT

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So… We are inviting you to make a double click on your Recipe for Success for you and your teams, with 3 lenses :

1. Define Clearly Your Strategy
2. Invest in People Capabilities
3. Ensure Right Market Capabilities

