

DISTRIBUTOR & ROUTE-TO-MARKET ACADEMY

Distributors & Route-to-Market

Helping distributors become strategic, well-governed businesses.

Programmes that strengthen FMCG distributors as partners: strategy, governance, digital sales tracking, product handling, sales efficiency, last-mile delivery and financial sustainability.

7

practical courses for owners, managers and field teams

3

ways to learn: in-house, open-house and online or blended

200+

clients served by CDC Consult since 2003

The courses at a glance

Seven programmes that help FMCG distributors move from order-taking to running strategic, well-governed and profitable businesses. Manufacturers can also sponsor them for their distributor networks.

- 01 Strategic Planning for Distributor Growth**
Move from order-taker to strategic business owner.
- 02 Corporate Governance in FMCG Operations**
Put in place the controls that keep a distributorship well run.
- 03 Digital Tools for Sales Tracking and Market Insights**
Track sales, forecast stock and measure your team digitally.
- 04 Quality Assurance and Product Handling**
Protect product integrity from warehouse to customer.
- 05 Sales Efficiency Mastery for Distributor Teams**
More productive sales teams and sharper route-to-market execution.
- 06 Winning at Last Mile Delivery**
On-time, accurate delivery to every retailer.
- 07 Operational & Financial Sustainability for Distributors**
Build a distributorship that is efficient and financially sound.

WHO SHOULD ATTEND

Distributor owners and general managers, accountants and finance officers, warehouse and inventory staff, territory sales managers and supervisors, sales representatives and delivery drivers.

CHOOSE HOW YOUR TEAM LEARNS

In-house

Customised training delivered at your premises, for your teams only.

Open-house

Scheduled sessions at a neutral venue, learning alongside other distributors.

Online and blended

Through Adansonia, CDC's e-learning platform, with progress tracking and certificates.

COURSE 01 · CDC-DIST-01

Strategic Planning for Distributor Growth

Move from order-taker to strategic business owner.

Participants develop a multi-year strategy that grows volume and profitability and aligns the distributor's objectives with the manufacturer's goals.

MODULES

1. From Order-Taker to Strategic Business Owner
2. Market Analysis & Growth Potential Assessment
3. Building a Data-Driven, Multi-Year Distributor Growth Plan
4. Route-to-Market Optimisation & Execution Monitoring

WHO SHOULD ATTEND

Distributor owners · General managers · Accountants

COURSE 02 · CDC-DIST-02

Corporate Governance in FMCG Operations

Put in place the controls that keep a distributorship well run.

Establishes the oversight structures, controls and accountability that let distributors manage risk, stay compliant and operate responsibly for the long term.

MODULES

1. Corporate Governance Principles for Distributors
2. Internal Controls, Accountability & Ethical Conduct
3. Tax Compliance & Record-Keeping Essentials
4. Building Transparent, Professionalised Business Structures

WHO SHOULD ATTEND

Distributor owners · General managers · Finance officers · Warehouse managers

COURSE 03 · CDC-DIST-03

Digital Tools for Sales Tracking and Market Insights

Track sales, forecast stock and measure your team digitally.

Practical skills in CRM and analytics tools to automate sales tracking, forecast inventory needs and measure sales team performance.

MODULES

1. CRM Systems for Real-Time Sales Pipeline Tracking
2. Sales KPIs, Analytics & Forecasting
3. Gathering Competitor, Trend & Customer Behavioural Data
4. Data Visualisation & Executive-Level Reporting

WHO SHOULD ATTEND

Distributor owners · General managers · Finance managers

COURSE 04 · CDC-DIST-04

Quality Assurance and Product Handling

Protect product integrity from warehouse to customer.

Best practice in handling, inspection and quality control to keep products compliant, minimise damage and improve customer satisfaction through storage, transport and delivery.

MODULES

1. Product Handling & Storage Standards
2. Inspection & Quality Control During Transit and Delivery
3. Minimising Damage, Losses & Compliance Issues
4. Quality as a Driver of Customer Satisfaction

WHO SHOULD ATTEND

Distribution managers · Warehouse and inventory staff

COURSE 05 · CDC-DIST-05

Sales Efficiency Mastery for Distributor Teams

More productive sales teams and sharper route-to-market execution.

Through hands-on exercises and real scenarios, sales teams learn to work smarter, strengthen customer relationships and hit targets consistently.

MODULES

1. Daily Sales Planning & Route Efficiency
2. Sales Call Effectiveness & Customer Engagement
3. Digital Tools for Reporting & Performance Tracking
4. Building Consistent, Target-Achieving Workflows

WHO SHOULD ATTEND

Sales representatives · Territory sales managers · Distribution supervisors

COURSE 06 · CDC-DIST-06

Winning at Last Mile Delivery

On-time, accurate delivery to every retailer.

Participants learn to optimise routes, reduce errors, manage stock in transit and improve customer satisfaction for stronger sales.

MODULES

1. Route Optimisation & Delivery Scheduling
2. Minimising Errors, Stock-outs & Delays
3. Managing Stock During Transit
4. Customer Satisfaction Through Timely, Accurate Delivery

WHO SHOULD ATTEND

Delivery drivers · Territory sales managers · Distribution supervisors

COURSE 07 · CDC-DIST-07

Operational & Financial Sustainability for Distributors

Build a distributorship that is efficient and financially sound.

Owners and managers learn to manage working capital, control costs, reduce internal risk and streamline logistics for a resilient, profitable distribution model.

MODULES

1. Financial Planning & Cash-Flow Management
2. Cost Control & Operational Efficiency
3. Route-to-Market Optimisation for Market Penetration
4. Identifying & Mitigating Operational Risks

WHO SHOULD ATTEND

Distributor owners · Finance officers · Warehouse managers

HOW EVERY PROGRAMME WORKS

Learning you can measure

1**Baseline test**

Before training, participants take a pre-assessment, so facilitation is pitched at their level and learning gaps are clear.

2**Practical delivery**

Case studies, group work and real-world exercises, tailored to your business and delivered by experienced practitioners.

3**Outcome test and evaluation**

A post-assessment measures improvement against the baseline. Participants receive feedback within 24–48 hours, and you receive the evaluation results.

Courses can be combined into a tailored programme for one distributor or a whole distributor network. Online participants on Adansonia have their progress tracked and receive a certificate of participation.

Bring these programmes to your distributors

- 1 Tell us what your network needs**
Choose one course or several, for a single distributorship or a whole distributor network.
- 2 Receive a tailored proposal**
We adapt content, duration and format to your route-to-market, with dates and a quotation.
- 3 Train in-house, open-house or online**
Delivered at your premises, at a public session, or through Adansonia, with assessments and an evaluation report.

TALK TO US

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