



R2M CONSULTANTS

**ORGANISATIONAL DIAGNOSIS,
CONSULTANCY AND TRAINING**

Who is Route 2M ?

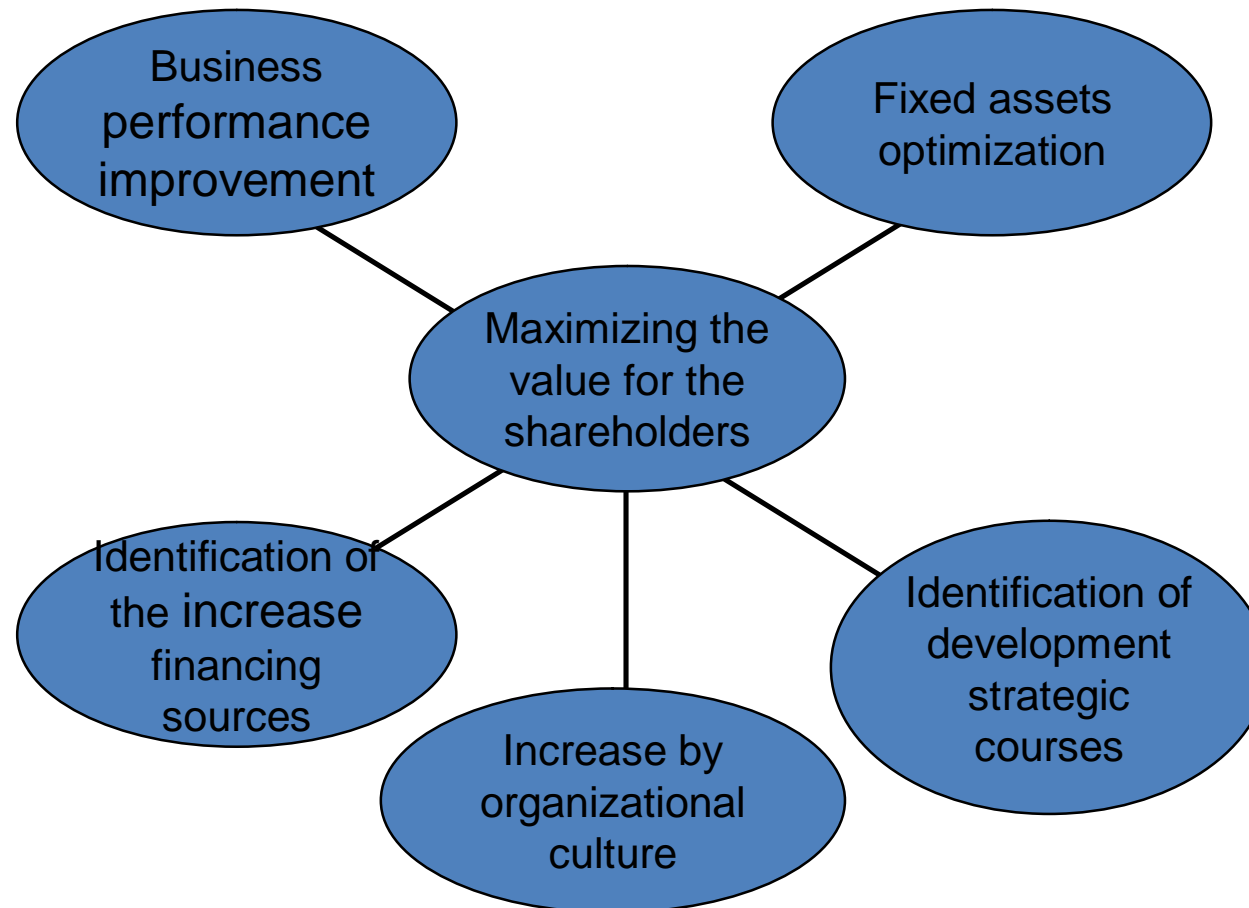


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What do we do?

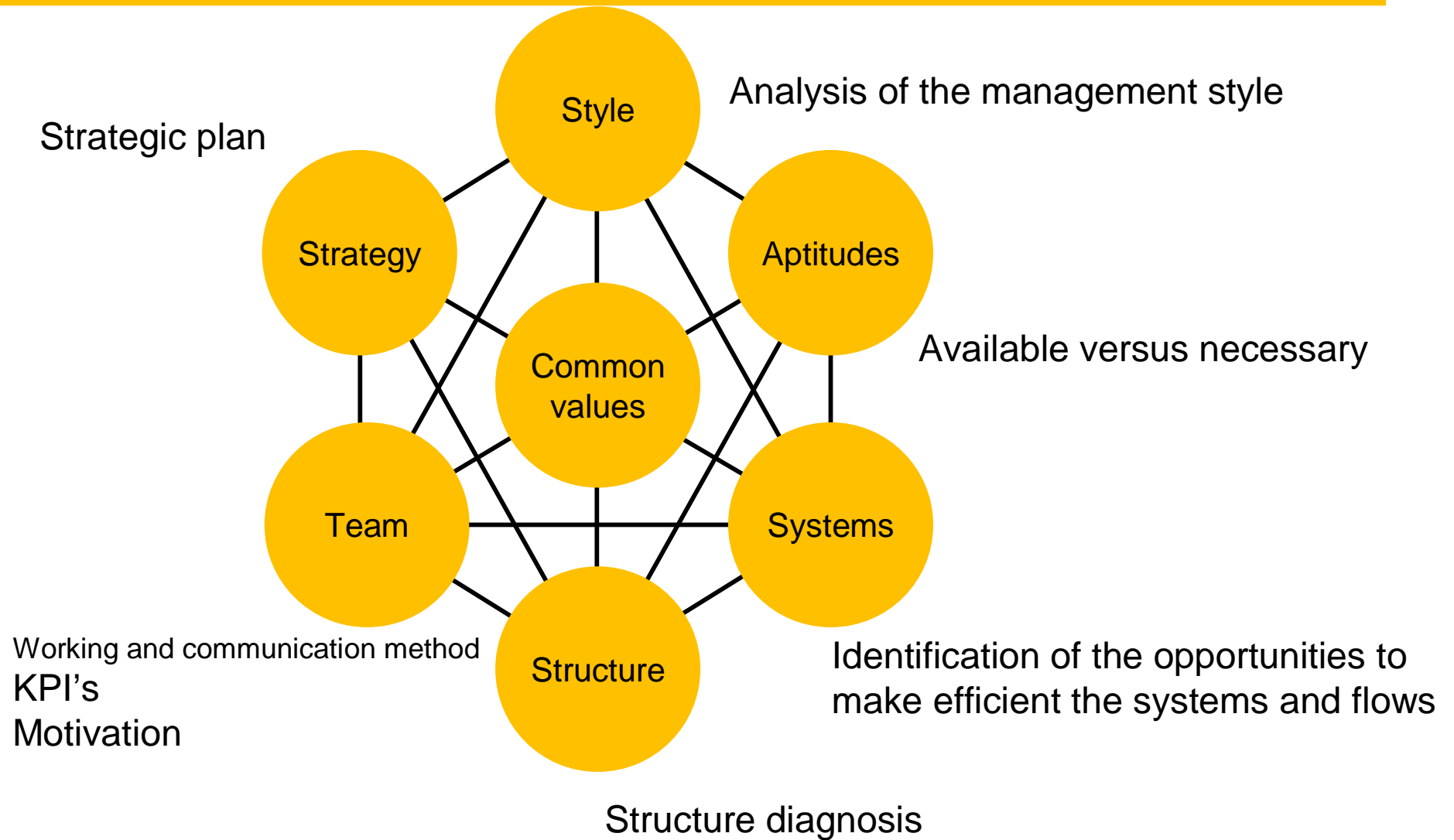
We create plus-value for the businesses of our clients



How do we work?



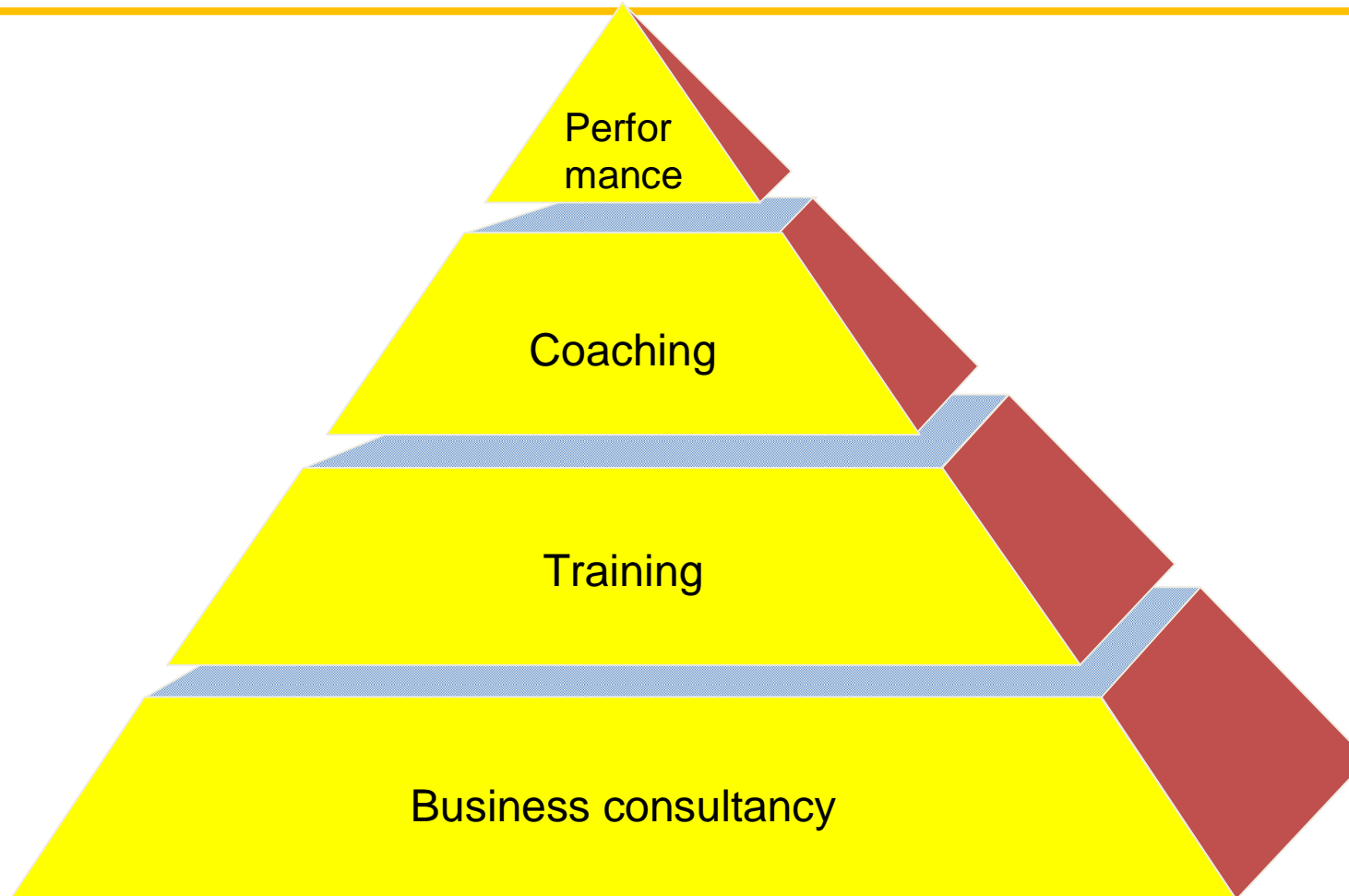
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What work directions do we approach?



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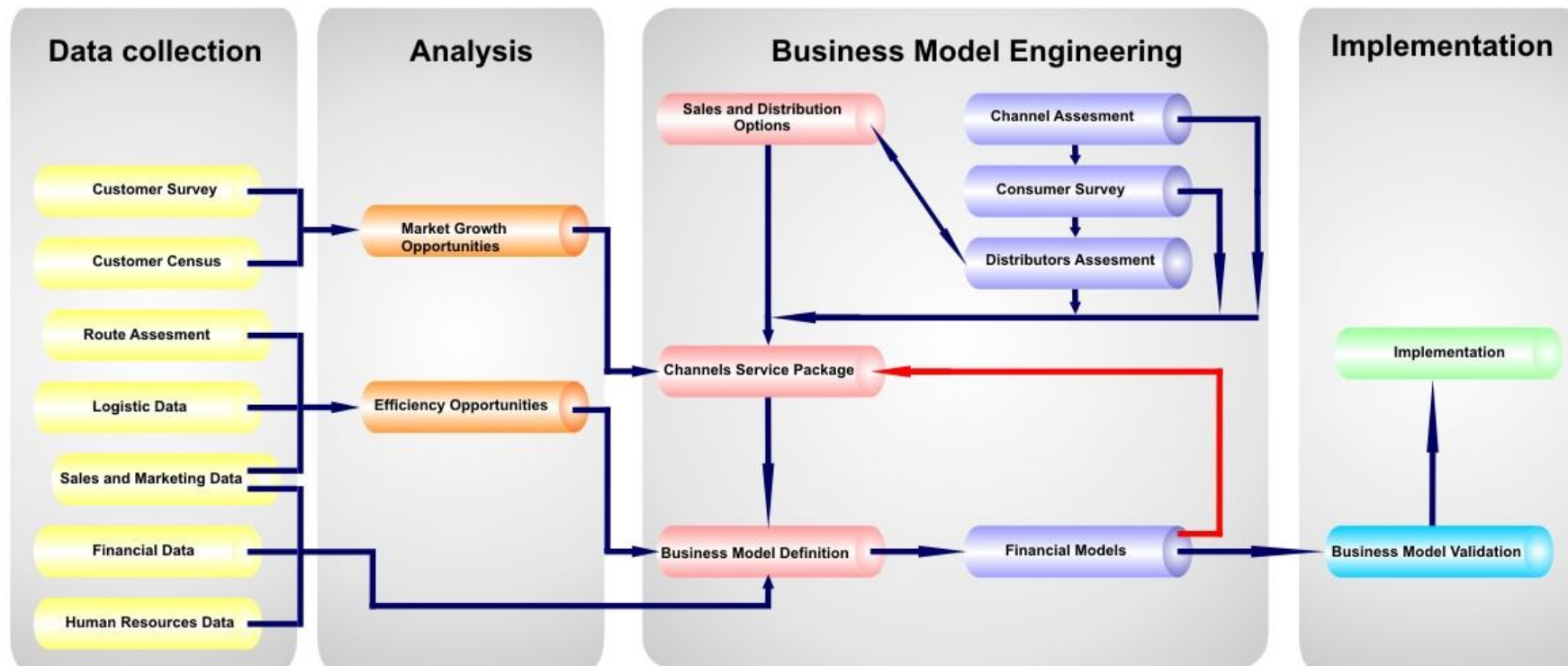
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Methodology



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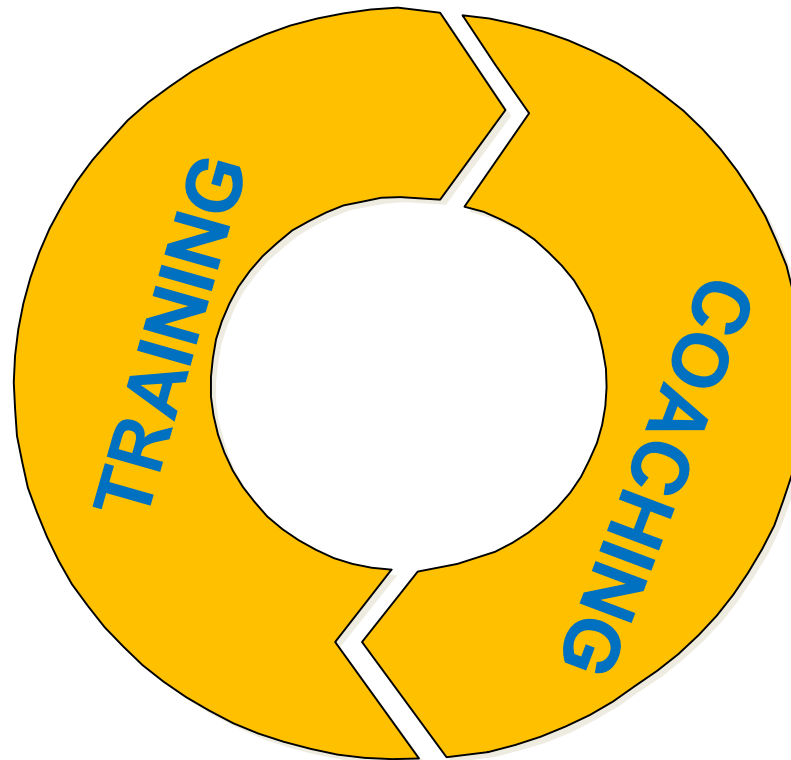
DIAGRAM OF AN ORGANIZATIONAL OPTIMISING PROCESS ROUTE TO MARKET





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PROFESSIONAL TRAINING



Professional development



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COMMERCIAL TRAINING MODULE	MANAGEMENT TRAINING MODULE
ROUTE TO MARKET – ORGANIZATIONAL OPTIMIZING	PERFORMANCE ASSESSMENT
BASIC SALES	COMMUNICATION AND ORGANIZATIONAL CULTURE
ADVANCED SALES	DISPUTE ARBITRATION AND MANAGEMENT
MERCHANDISING AND OOS AVOIDANCE	MANAGEMENT THROUGH TARGETS
CHANNEL MANAGEMENT	MANAGEMENT VERSUS LEADERSHIP
SALES TEAM MANAGEMENT; KPI's	TIME MANAGEMENT AND PLANNING
PRODUCT PORTFOLIO ANALYSIS AND OPTIMIZING	RECRUITMENT AND SELECTION IN SALES
KEY ACCOUNT MANAGEMENT	FROM THE GROUP TO THE TEAM
NEGOTIATION	
JOINT BUSINESS PLAN	
CUSTOMER BUSINESS PLAN	
MANAGEMENT OF THE CATEGORY AND OF THE SPACE ON THE SHELF	
SALES' REVIVAL IN SHOPS (TRADE MARKETING)	
MANAGEMENT AND PROMOTION MEASUREMENT IN SHOPS	
MANAGEMENT AND IMPACT OF THE PROMOTIONAL MATERIALS	
SALES FORECASTING	
SALES STRATEGIES	
TRAIN THE TRAINER	
TELE-SALES	
SALES ADMINISTRATION	

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Contact



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