



**R2M CONSULTANTS**

**DIAGNOZA ORGANIZATIONALA,  
CONSULTANTA SI TRAINING**

# Cine este Route 2M ?



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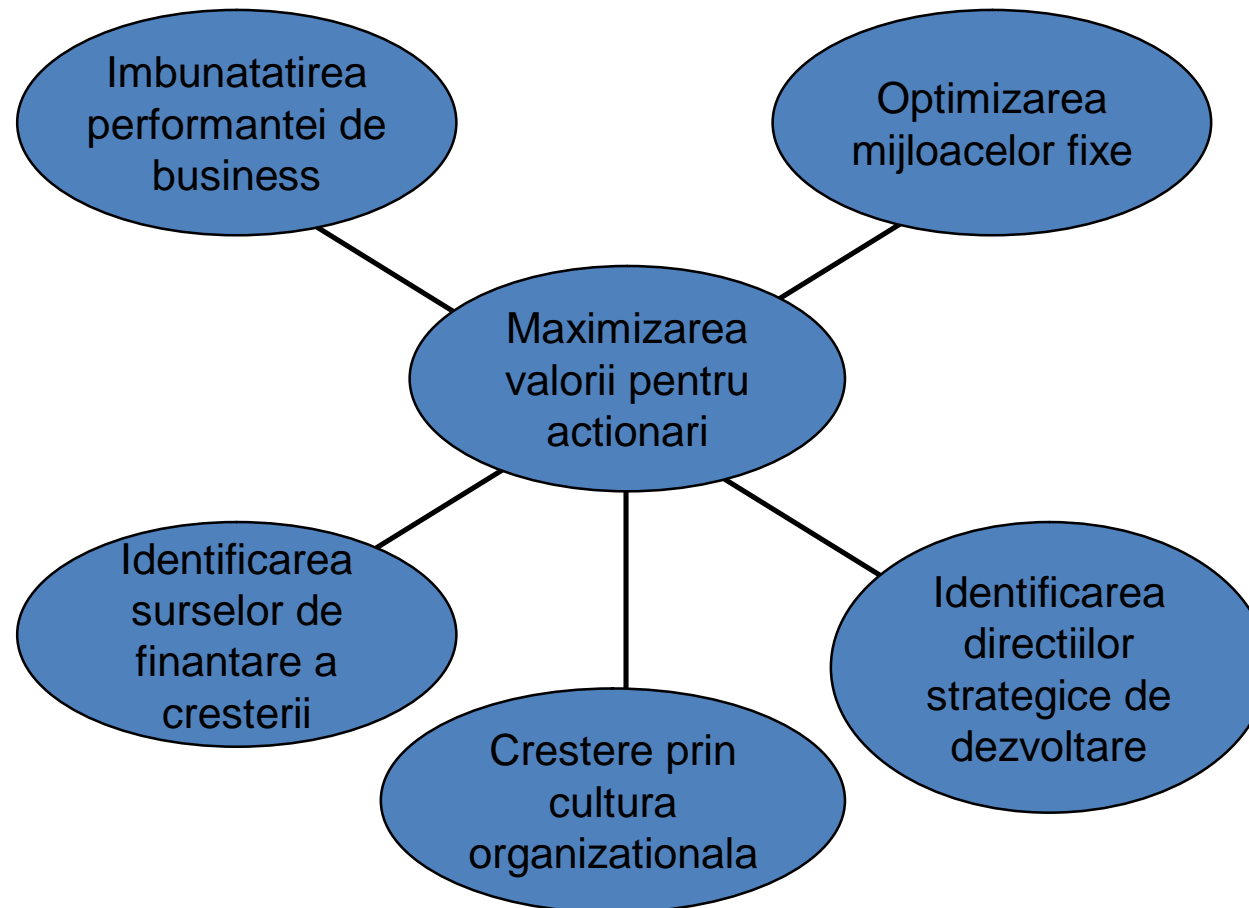


# Ce facem noi?



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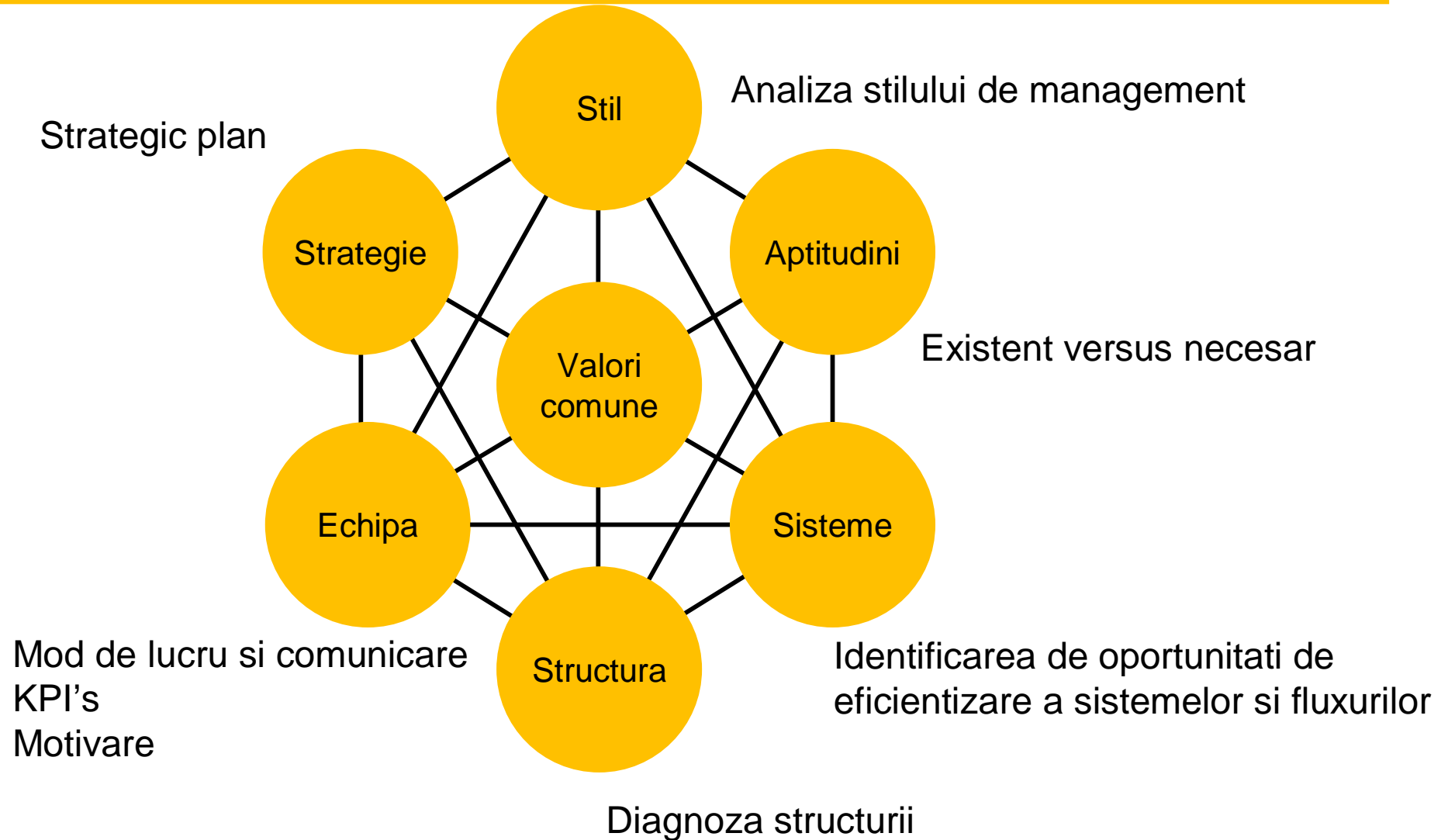
Creem plus-valoare pentru afacerile clientilor nostri



# Cum lucram?



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# Ce directii de lucru abordam?



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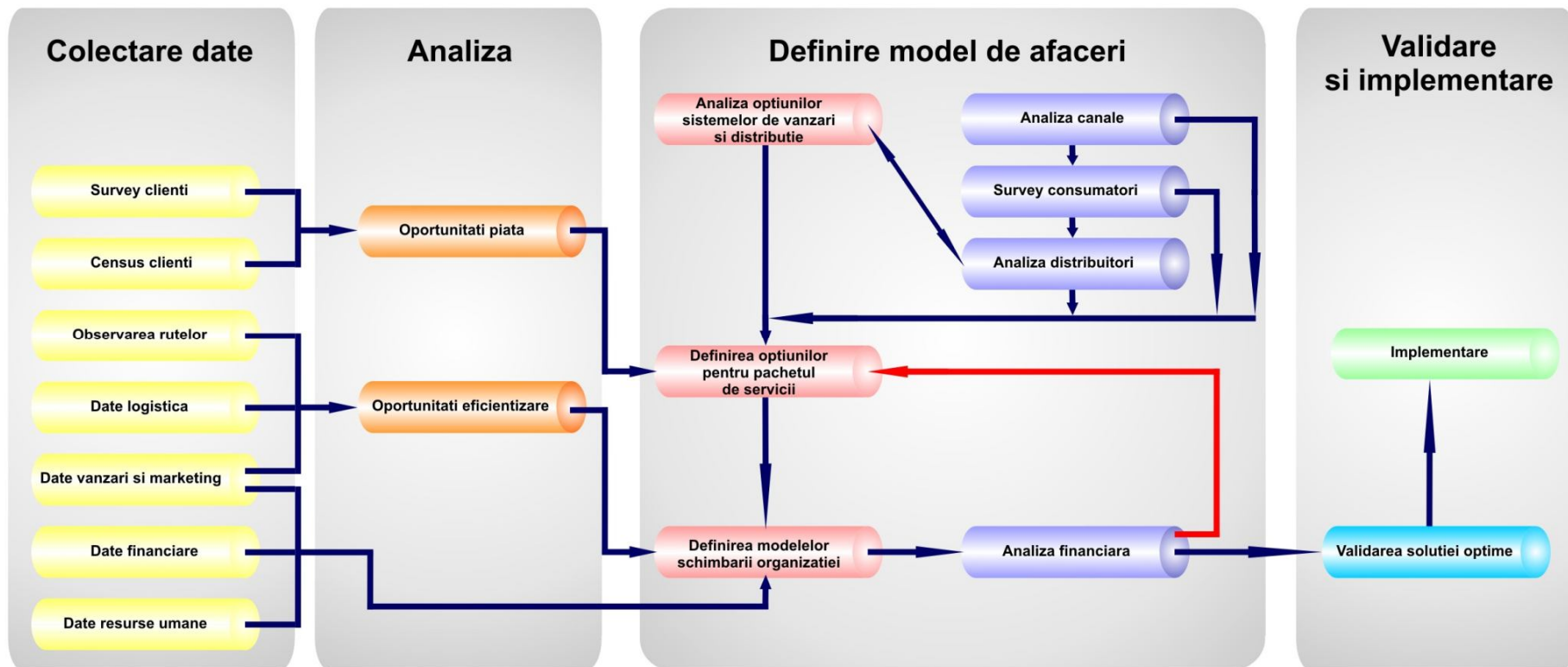
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# Metodologie



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## SCHEMA UNUI PROCES DE OPTIMIZARE ORGANIZATIONALA ROUTE TO MARKET

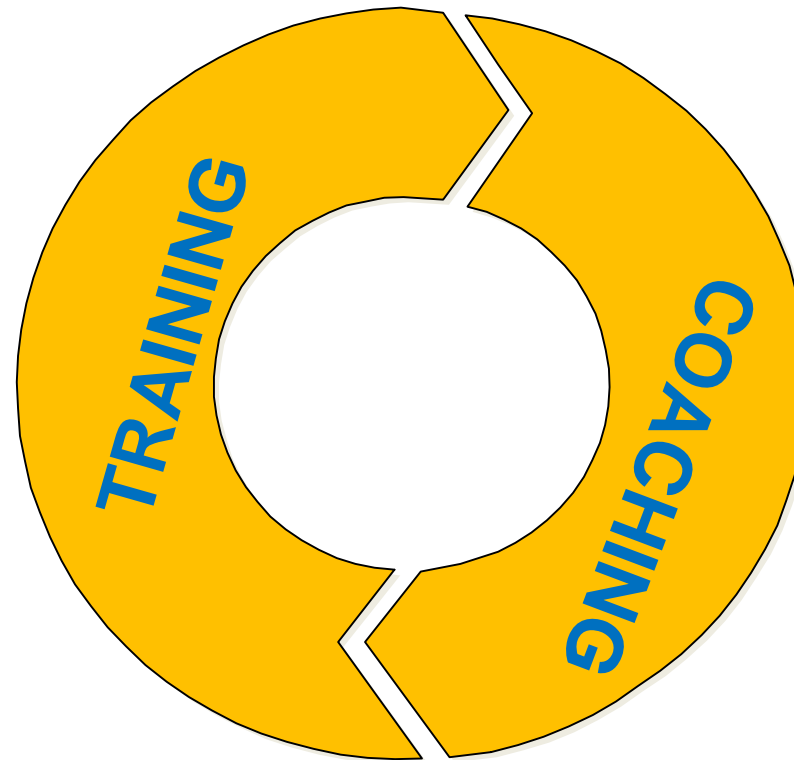




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# PREGATIRE PROFESIONALA



# Formarea profesionala



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<b>MODULE DE TRAINING COMERCIAL</b>
ROUTE TO MARKET - OPTIMIZARI ORGANIZATIONALA
VANZARI DE BAZA
VANZARI AVANSATE
MERCHANDISING SI EVITARE OOS
MANAGEMENT DE CANAL
MANAGEMENTUL ECHIPEI DE VANZARI; KPI'S
OPTIMIZARE SI ANALIZARE PORTOFOLIU DE PRODUSE
KEY ACCCOUNT MANAGEMENT
NERGOCIERE
JOINT BUSINESS PLAN
CUSTOMER BUSINESS PLAN
MANAGEMENTUL CATEGORIEI SI AL SPATIULUI LA RAFT
ANIMAREA VANZARII IN MAGAZINE (TRADE MARKETING)
MANAGEMENTUL SI MASURAREA PROMOTIILOR IN MAGAZINE
MANAGEMENTUL SI IMPACTUL MATERIALELOR PROMOTIONALE
SALES FORECASTING
STRATEGII DE VANZARE
TRAIN THE TRAINER
TELESALES
ADMINISTRATIE DE VANZARI

<b>MODULE DE TRAINING MANAGEMENT</b>
EVALUAREA PERFORMANTEI
COMUNICARE SI CULTURA ORGANIZATIONALA
MANAGEMENTUL SI ARBITRAREA CONFLICTELOR
MANAGEMENT PRIN OBIECTIVE
MANAGEMENT VERSUS LEADERSHIP
MANAGEMENTUL TIMPULUI SI PLANIFICARE
RECRUTARE SI SELECTIE IN VANZARI
DE LA GRUP CATRE ECHIPA

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# Contact

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## Route 2M Consultants

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