

How do customer and category managers learn?

CUSTOMERAIDE® MEMBER SURVEY

When you want to know something, what do you do?

ON THE JOB

ask somebody:
a manager,
mentor,
colleague or
peer

98%

ONLINE

68%

complete
online learning
& read online
articles, case
studies and
research

IN THE TRADE

go on a trade
visit &
collaborate to
test market new
initiatives

61%

COMPANY TRAINING

35%

utilise
company
training
manuals,
programmes
& resources