

TELUS TPM Transformation: Enabling Trade Promotion Adoption Across North America

A leading global food manufacturer was implementing the TELUS Trade Promotion Management (TPM) platform across its United States and Canadian operations to modernize trade planning, promotion management, and related commercial processes. The implementation represented a significant change for sales, trade marketing, finance, sales operations, and broker teams that would need to adopt new system capabilities and ways of working.

To support organizational readiness and drive successful adoption ahead of go-live, the client engaged Clarkston Consulting to develop and execute a comprehensive training and organizational change management program that could accommodate evolving business processes and needs. Clarkston designed role-based training strategies, developed tailored learning materials, and delivered training across multiple business functions and geographies. The engagement helped establish user readiness, reinforce new business processes, and prepare teams to effectively leverage the TELUS TPM solution at launch.

Consumer Products Case Study

PROJECT OVERVIEW

INDUSTRY



Consumer Products

PRODUCTS AND SERVICES



Packaged food
products, pasta, sauces

PRIMARY OBJECTIVES

- Prepare U.S. and Canadian commercial teams for successful adoption of the TELUS TPM platform
- Develop a comprehensive training strategy capable of supporting evolving business roles, processes, and system functionality
- Equip sales, trade marketing, finance, sales operations, and broker teams with the knowledge required to perform key TPM activities
- Create scalable training materials and knowledge transfer processes to support ongoing adoption after go live
- Support organizational readiness and minimize disruption during the transition to new trade promotion management processes

RESOLUTION

- Conducted a training needs assessment and developed a comprehensive TPM training strategy and execution plan
- Designed role-based training curricula tailored to multiple user groups across U.S. and Canadian business functions
- Developed customized TELUS TPM training materials, job aids, and supporting learning content
- Delivered distinct training sessions for U.S. sales teams (*Retail, Food Service, Indirect*), Canada sales teams (*Retail, Food Service, Indirect*) and finance teams
- Coordinated training logistics, scheduling, participant management, and virtual learning support across multiple stakeholder groups
- Supported organizational readiness efforts by reinforcing new business processes and system workflows associated with TPM adoption

KEY BENEFITS

- Improved user readiness ahead of TELUS TPM deployment through structured training and role-based learning
- Established consistent understanding of new TPM processes across business functions and geographies
- Enabled commercial teams to navigate and utilize TPM functionality with greater confidence at go live
- Created reusable training assets that can support future onboarding, refresher training, and organizational knowledge retention
- Supported adoption of standardized trade promotion processes across North American operations
- Reduced learning curve and accelerated transition to new TPM-enabled ways of working following deployment



KPIs

- Trained 100+ users across U.S. & Canada
- Created 1,200+ slides and 25+ support job aids to deliver training and support user adoption
- 100% of sales team trained across U.S. & Canada
- Conducted 3 weeks of in-person training across U.S. & Canada
- 100% of participants surveyed felt the instructors were knowledgeable and the instruction content was helpful for their job

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