

Global Distributors Collective



Upskilling the last mile

A bespoke training programme for last mile distributors of life changing products



Practical
ACTION

HYSTRA
hybrid strategies consulting

**bop
inc**

The GDC is hosted by Practical Action, alongside implementing partners Hystra and Bopinc

About the GDC



photo credit: Bidhaa Sasa

- **The Global Distributors Collective (GDC)** is a collective of more than 200 last mile distributors in over 50 countries.
- Dedicated to **supporting distributors to reach millions of unserved customers with life-changing products.**
- Helps distributors to **improve business performance and grow**, by providing services that help them save time, reduce costs, build capacity and develop business partnerships.
- If you're not already a member, check out our website <https://globaldistributorscollective.org/join-us/>

About the training

Aim: to enable **last mile distributors (LMDs)** to tackle common challenges including improving sales and staff retention, and building more resilient and efficient agent networks.

- Open to LMDs operating in Sub- Saharan Africa.
- Preference will be given to companies that have at least **one owner from their country of operations; are women-led; and have an annual turnover of <\$250k USD.**
- Two components – one for **managers** and one for **sales agents**.
- Managers are also encouraged to **cascade learning** to their teams.
- **Topics covered include:** distribution models, consumer understanding, agent recruitment and training, digitisation and supply chain management as well as managing dispersed teams.
- The **gender dynamics** of these areas are also considered.



photo credit: Bopinc

The trainers



Marine Buisson (GDC-Bopinc)



Yvonne Achieng (GDC-Bopinc)

Agenda for today

Introduction

- Learning journey
- Course modules
- Training platform (talentlms)
- Community of practice

Question and answer

Conclusions and next steps



photo credit: Bopinc

Learning Journey

5th
October



Application

Application
window
opens

7th
October



Q&A
Session

17th
October



Application
window will
close

31st
October



Successful
companies
payment
deadline

1st
November



Managers
onboarding

Managers go
through the
training
content

29th
November



Agents
onboarding

Managers and
agents work
through agent
training content
together

17th
December



Completion

Programme
complete

Chemin d'apprentissage

5
octobre



Candidature

Ouverture
des
candidatures

7
octobre



Séance de
questions-
réponses

17
octobre



Fermeture
des
candidature

31
octobre



Délai de
paiement
des
entreprises
selectionné

1er
novembre



Intégration
des managers

Les managers
parcourent le
contenu de la
formation

29
novembre



Intégration
des agents

Les managers et les
agents travaillent
ensemble sur le
contenu de la
formation des
agents

17
décembre



Finalisation

Programme
terminé

Training modules - in detail

Management



Growing your last-mile business through **ASPIRE**



Agent training and
management



Sustainable
communities



Portfolio &
demand
creation



IT &
digital



Route-to-market
and supply chain



Enterprise &
finance

Agents



Growing your sales through **ABCD**

A

Attracting
customers
(Marketing)

B

Balancing
finances
(Finance)

C

Closing sales
(Sales)

D

Digital
marketing
and sales
(Using digital)

Management modules



Agent training and management

Deepen your **understanding of your consumers** and the communities where they live. **Use research methods** to gather consumer insights and learn how to develop, implement and iterate successful demand creation campaigns.



Sustainable communities

Improve your agent recruitment processes and training programmes. Find out how to **design effective incentives** and strategies to retain agents, **reduce attrition rates** and improve your sales.



Portfolio & demand creation

Investigate how to optimise your product portfolio to ensure viability and impact. **Use our cutting-edge MAMILO tool** to assess new products fits for your portfolio. Improve your supply chain management and use your working capital in the most optimal way.



IT & digital

Learn about the different online selling options and **best practices for digital marketing, ordering and payments**; while exploring case studies highlighting digital delivery and after sales services.



Route-to-market and supply chain

Understand and **compare four distribution models** to reach your customers. Use our unique tool to make informed decisions when expanding your agent network into new areas.



Enterprise & Finance

Build the right **content to gain visibility** on your financing needs and make a case to potential funders, with confidence.

Agent modules

A

**Attracting
customers**
(Marketing)

Allowing agents to better understand consumers and develop their **persona**.

Develop marketing strategy through the **ATEAR model** (Attract, Trust, Experience, Action, Retention)

B

**Balancing
finance**
(Finance)

Give to agents some **accounting** and **bookkeeping** easy-to-use tool as well as money management tips about your **business money** (stock, loans, household expenses and savings).

C

Closing sales
(Sales)

Provide agents with methods to better **connect** with different prospects, as well as socio-economic **arguments to convince** them.

Dealing with objections and build your **Selling Routine**.

D

**Digital
marketing and
sales**
(Using digital)

Guide agents so they can set up their own **digital approach**, according to the digital opportunities of your consumers.

Feedback: manager

“The training has been beneficial to the team and we as an organization are translating the materials that we will use as we expand our agent networks. We have learned various ways to incorporate digital strategies and we are exploring PAYGO systems together with UPYA for our clean cookstoves.”

**Manager participant from cohort 1,
selling clean cook stoves and green fuel
products**



photo credit: Bopinc

Feedback: agents



"It was a great course! Very interesting and informative. The mode of delivery was also engaging because we could relate the modules with our day to day activities and ask questions and the whole process turned out to be fun"

"The training was good and might need more of it or annual refreshing."

"I have learned a lot during this gdc training program and am implementing it in my day to day responsibilities"

"Let's do this again"

"Next training you plan for a physical learning incase the covid cases reduces 😊"

"You can also provide hard copies for the course for references"

"Please keep the course links active so we can always refer back and refresh our memories"

"Great work done and am grateful for the training because they have enlightened my knowledge much further"

Training Platform - talentlms

✓ Mobile Friendly

✓ Offline Functionality

✓ Low bandwidth

✓ Community of practice (Groups and Branches)

✓ User Friendly and easy to access

✓ Multiple Languages

The screenshot displays the TalentLMS user interface for a learner named Y. YVONNE. The top navigation bar includes the TalentLMS logo, a green badge showing '475 POINTS', and links for 'Y. YVONNE | LEARNER', 'MESSAGES', 'HELP', and a search bar. Below the navigation bar is a blue 'Home' header. The main content area features a 'Search my courses' input field and a grid of course cards. Each card shows the course title, a progress bar, and a completion status. The right sidebar contains a 'COURSE CATALOG' section with links to 'Find new courses', 'PROGRESS', 'JOIN GROUP', 'DISCUSSIONS', and 'CALENDAR'.

talentlms 475 POINTS Y. YVONNE | LEARNER MESSAGES HELP Search

Home

Search my courses

8 courses in progress 1 completed courses 3m training time 4 badges 475 points

INTRO TO TALENTLMS
Introduction to TalentLMS (001)
0%

TALENTLMS ADVANCED FEATURES
Advanced Features of TalentLMS (002)
0%

CONTENT AND TALENTLMS
Content and TalentLMS (003)
0%

eLEARNING FUNDAMENTALS
Getting Started With eLearning (004)
0%

EMPLOYEE TRAINING 101
Employee Training 101 (005)
0%

SCORM COURSE
This is a SCORM Example Course (006)
0%

COURSE CATALOG
Find new courses

PROGRESS
Find out how you are doing with your training

JOIN GROUP
To get access to group courses and discussions

DISCUSSIONS
Hold conversations with fellow users

CALENDAR
View current and upcoming events

Community of practice

The five characteristics that promote **adult learner engagement in online learning** include the following:

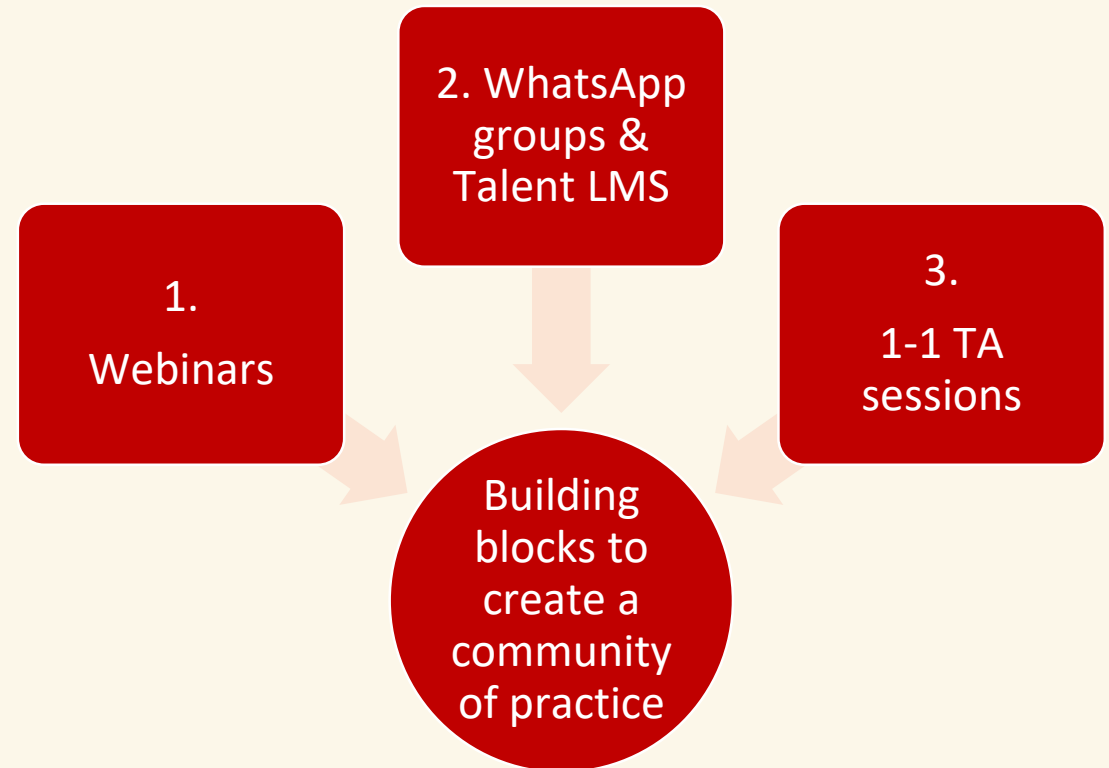
1. Social interaction and collaboration with peers
2. Connecting new knowledge to experience
3. Immediacy in application
4. A climate of self-reflection
5. Self-regulated learning.

Building a community of practice

The proposed strategy for building a community of practice includes **three features**:

- Webinars
- WhatsApp groups (2 cohorts)
- 1-1 TA sessions including peer learning groups

This strategy addresses the **needs of adult learners** and can integrate specific methodologies to promote **active learning and engagement**.



Question and answer



Conclusion and next steps

1. Ensure you make payment for the training before or by **31st of October**.
2. You will receive your login credentials to the Talent LMS platform by the **1st of November** to join our academy **“GDC upskilling the last mile”**
3. We will create 2 WhatsApp groups for the participating companies (1 Anglophone and 1 Francophone) to create a community of practice.
4. The first 4 compulsory modules will be available as of the **1st of November** and upon request we will unlock the other 2 optional modules (for managers).

Global Distributors Collective



Thank you

