

# *FMCG* Sales Leadership *Accelerator*

Bootcamp Schedule



Session	Course Topic	Facilitators	Method & Date
Onboarding	Welcome to the FMCG Sales Professional Program	Annisa Rahma, Founder FMCG Academy, FMCG Commercial Expert	Live Zoom 23 May 2026   9:00-9:45
Session 1	Welcome to the World of FMCG: An Immersive Introduction	Hardian Prabowo, President & Founder Life At FMCG	Live Zoom 23 May 2026   9:00 - 11:15
Session 2	Navigating Your Career in FMCG Sales : Ecosystem, Paths, Roles, and Career Trajectory	Annisa Rahma, Category Head, FMCG Commercial Expert	Recording   27 May 2026
Session 3	Decoding the FMCG Sales Recruitment Landscape: An HR Insider's Perspective	Citra Paramitha, Talent Acquisition & Learning and Development Lead	Recording   27 May 2026
Session 4	Case Study: Crafting the Winning FMCG Sales CV: Strategies for Sales & Commercial Roles	Hardian Prabowo, President & Founder Life At FMCG	Self Learning   30 May 2026
Session 5	Mastering the FMCG Sales Interview	Annisa Rahma, Founder FMCG Academy, FMCG Commercial Expert	Recording   30 May 2026
Session 6 -7	Group Career Mentoring	TNA Partners	Live Zoom 6 June 2026   10:00 - 12:00
Session 8 -9	Group Career Mentoring	TNA Partners	Live Zoom 13 June 2026   10:00 - 12:00
Session 10	From Factory to Shelf: Cracking FMCG Route to Market Strategies to Reach Consumers Efficiently	Hendra Ricky Tambunan, Route to Market Head	Live Zoom 20 June 2026   9:00 - 10:30
Session 11	Study Case: Extending the Reach: Designing RTM Strategy for Rural Penetration	Hendra Ricky Tambunan, Route to Market Head	Live Zoom 20 June 2026   10:30 - 12:00
Session 12	FMCG Territory Management : Strategies to Win Area for FMCG Field Teams	Ihsan Sjarif, Territory Sales Manager	Recording   23 June 2026
Session 13	Study Case: Fix the Field : Designing Winning Area for a High-Stakes Market Entry Simulation	Ihsan Sjarif, Territory Sales Manager	Live Zoom 27 June 2026   9:00-10:30
Session 14	Strategic Key Account Leadership: Forging High-Value Partnerships	Adji Pradipta, National Key Account Manager	Live Zoom 27 June 2026   10:30 - 12:00
Session 15	Frontline Command: Mastering In-Store Execution & Driving Team Performance	Annisa Rahma, FMCG Commercial Expert	Recording   30 June 2026

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Session 16	Outsmart the Market: Winning Through Superior Demand Planning & Forecasting	Annisa Rahma, FMCG Commercial Expert	Recording   30 June 2026
Session 17	The Demand Bullwhip: A Peak Season Forecasting Challenge	Annisa Rahma, FMCG Commercial Expert	Self Learning   30 June 2026
Session 18	The Twin Engines of Growth: Product Innovation, Portfolio & Pricing Power	Freggy Adipurwa, FMCG Commercial Expert	Live Zoom 4 July 2026   9:00 - 10:30
Session 19	The Value Architect: Building and Defending Profitable Sales	Annisa Rahma, FMCG Commercial Expert	Live Zoom 4 July 2026   10:30 - 12:00
Session 20	Omni-Channel Conquest: Mastering Your Path to Win the Shoppers	Freggy Adipurwa, FMCG Commercial Expert	Recording   7 July 2026
Session 21	The Promotion Architect: Designing for Maximum Market Impact	Adi Setiawan, Trade Marketing Senior Manager	Live Zoom 11 July 2026   9:00 - 10:30
Session 22	Closing the Loop: A Masterclass in Promotion Analysis & Optimization	Adi Setiawan, Trade Marketing Senior Manager	Live Zoom 11 July 2026   10:30 - 12:00
Session 23	All Channels on Deck: A High-Stakes New Product Launch Simulation	Annisa Rahma, FMCG Commercial Expert	Live Zoom 18 July 2026   9:00 - 10:30
Session 24	The Art of Influence: A Masterclass in Negotiation & Persuasion	Adji Pradipta, National Key Account Manager	Live Zoom 18 July 2026   10:30 - 12:00
Session 25	An Advanced Problem-Solving Clinic for Sales Leaders	Freggy Adipurwa, FMCG Commercial Expert	Recording   21 July 2026
Session 26	Mastering Data Storytelling and Persuasive Presentations	Hardian Prabowo, President & Founder Life At FMCG	Recording   23 July 2026
Session 27	Mastering Commercial Finance for the Sales Function	Ahmad Fadilah, Commercial Finance Manager	Recording   25 July 2026
Session 28	Final Project		Live Zoom 8 August 2026   9:00 - 12:00