



RGM

CERTIFICATION
PROGRAM

POWERED BY:
Buynomics

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FMCG/CPG

Certified Revenue Growth Manager



GET READY TO MASTER REVENUE GROWTH AND DRIVE BUSINESS SUCCESS

The Certified Revenue Growth Manager (CRGM) program is designed to empower professionals with the expertise to lead revenue growth strategies in today's fast-paced and competitive business environment. This program is ideal for professionals who want to master Revenue Growth Management by leveraging data-driven decision-making and focusing on strategic pricing, promotions, and portfolio management to achieve sustainable business growth.

Participants will gain a comprehensive understanding of key RGM principles, including:

- Pricing Strategies
- Promotion Management
- Portfolio Optimization
- Price-Pack Architecture
- Mix Management
- Trade Terms & Sell-In Story

The program combines real-world case studies with interactive simulations, providing practical insights into critical concepts like price elasticity, product mix management, and terms of trade. Participants will learn how to apply these principles effectively across diverse business scenarios.

A standout feature of the CRGM program is its integration of cutting-edge analytical tools, such as Buynomics, to help participants:

→ **Analyze Market Dynamics:** Make data-informed decisions to assess measurable improvements in revenue performance.

→ **Optimize RGM Levers:** Use advanced analytics to drive your projects.

→ **Forecast Demand:** Leverage predictive tools to anticipate market trends and consumer behavior.

By mastering these advanced techniques and tools, professionals will be equipped to transform traditional decision-making processes and lead their organizations to greater revenue success.

REVENUE GROWTH MANAGEMENT CERTIFICATION

Key Highlights:

- **In-depth Knowledge of RGM:**
Understand the best practices and innovative techniques for driving revenue growth through strategic management.
- **Interactive Market Simulation:**
Apply theoretical knowledge to practical scenarios using a platform that mimics consumer behavior and market dynamics.
- **Hands-on Case Studies:**
Tackle real-world challenges, crafting strategic solutions that can be implemented in your organization immediately.
- **Advanced Analytical Tools:**
Utilize platforms like Buynomics to gain insights into price elasticity, optimize promotions, and predict customer behavior.
- **Collaborative Networking:**
Engage with professionals from different industries, sharing experiences and learning from each other's expertise.

Key Objectives:

- **Master the vital RGM Concepts:**
Identify key data sources and techniques and learn how to apply them.
- **Leverage Data-Driven Tools:**
Use cutting-edge analytical tools to inform strategic decisions and optimizing your RGM strategy.
- **Create Actionable Plans:**
Develop tailored RGM plans that align with business goals, ensuring measurable and long-term revenue growth.
- **Engage in Collaborative Learning:**
Participate in interactive discussions and exchange insights with fellow professionals, fostering a collaborative learning environment.



A PROVEN BEST IN CLASS FRAMEWORK

The CRGM program combines foundational concepts with advanced practical applications, offering a comprehensive approach to mastering RGM strategies and frameworks. This journey ensures a blend of strategic insights and real-world application, enabling you to drive measurable impact and lead cross-functional initiatives with confidence. Prepare to refine your skills, collaborate with peers, and emerge ready to make informed, growth-oriented decisions for your organization.

Key Topics

- 1 Holistic RGM
- 2 RGM Analytical Concepts and Techniques
- 3 Buynomics Virtual Shoppers Platform
- 4 RGM Business Simulation
 - a. Pricing
 - b. Promotions
 - c. Price-Pack Architecture
 - d. Mix Management
 - e. Trade Terms & Sell-In Story
- 5 Reflection on Your RGM Roadmap

| PHASE 1 | PHASE 2 | PHASE 3 | PHASE 4 | PHASE 5 |
|--|---------------------------------------|------------------------------------|----------------------------------|-------------------------------|
| Building the Foundations of RGM | Strengthening Analytical Capabilities | Leveraging Advanced Tools | Applying RGM in Practice | Reflecting and Planning Ahead |
| Introduction to Pricing & RGM Strategy | Core RGM Analytical Concepts | Introduction to the Buynomics Tool | Guided RGM Case Study Simulation | Building Your RGM Roadmap |

MODULE 1

INTRODUCTION TO PRICING & RGM STRATEGY

Learn how to utilize existing frameworks to build & refine RGM strategies and understand the strategic levers for long-term impact.

- Understand the foundational principles of RGM (Revenue Growth Management) and its role in an organization.
- Get introduced and explore key RGM Frameworks
- Analyze the current state of your organization's pricing and RGM strategies.

MODULE 2

BASIC RGM CONCEPTS

Develop mutual understanding of core RGM analytical concepts and techniques to improve decision-making.

- Learn about traditional tools such as price elasticities and their common applications as well as shortcomings.
- Identify key data sources necessary for RGM analysis and understand how to leverage them effectively.
- Examine common price-setting methodologies, including cost-plus pricing, competitive alignment, and value-based pricing.

MODULE 3

INTRODUCTION TO THE BUYNOMICS TOOL

Gain hands-on experience with the Buynomics Virtual Shoppers platform to enhance RGM strategy execution.

- Participate in a live demonstration of the Buynomics tool, showcasing its capabilities in simulating consumer behavior.
- Learn step-by-step how to use the platform efficiently for holistic RGM lever analyses .
- Get access to the platform and complete a guided training session on navigating the tool and analyzing outputs for actionable insights.

MODULE 4

GUIDED RGM CASE STUDY SIMULATION

Apply RGM concepts and strategies in a realistic, end-to-end simulation to reinforce learning and decision-making skills.

- Conduct a comprehensive RGM exercise that includes pricing, promotions, price-pack architecture, mix management, and trade terms.
- Develop a sell-in story for internal alignment and customer negotiations, focusing on profitability and value creation.
- Review case study results and share best practices with peers for applicable learnings.



4.1 Pricing

Learn how to analyze and set optimal pricing strategies to maximize revenue and profitability.

- Understand the role of pricing as a strategic lever in RGM.
- Identify pricing strategies tailored to different market segments and competitive landscapes.
- Utilize the Buynomics Virtual Shoppers platform to simulate price changes and evaluate their impact on demand and profitability.

4.2 Promotion

Master the design and evaluation of promotional strategies that drive incremental volume and revenue.

- Learn how to assess the effectiveness of different promotional tactics, such as high/low discounts and EDLP.
- Use data-driven insights to plan promotional calendars that align with organizational objectives.
- Simulate and evaluate promotional scenarios using the Buynomics platform for measurable impact.

4.3 Price-Pack Architecture

Discover how to optimize your product portfolio to balance consumer needs and profitability.

- Evaluate the impact of package sizes, formats, and price points on overall portfolio performance.
- Learn how to align price-pack architecture decisions with broader RGM strategies.
- Use the Buynomics platform to model portfolio adjustments and predict consumer responses.

4.4 Mix Management

Understand how to manage product mix to enhance margin growth and meet organizational goals.

- Learn how to prioritize high-margin products while maintaining a balanced portfolio.
- Use data to identify underperforming SKUs and reallocate resources to profitable alternatives.
- Simulate mix optimization strategies in the Buynomics tool to refine decision-making.

4.5 Trade Terms & Sell-In Story

Develop negotiation-ready trade terms and a compelling sell-in story to drive customer alignment.

- Learn what to focus on in trade term negotiations to create value for both your organization and trading partners.
- Build a sell-in story that communicates the financial and strategic value of your RGM initiatives.

MODULE 5

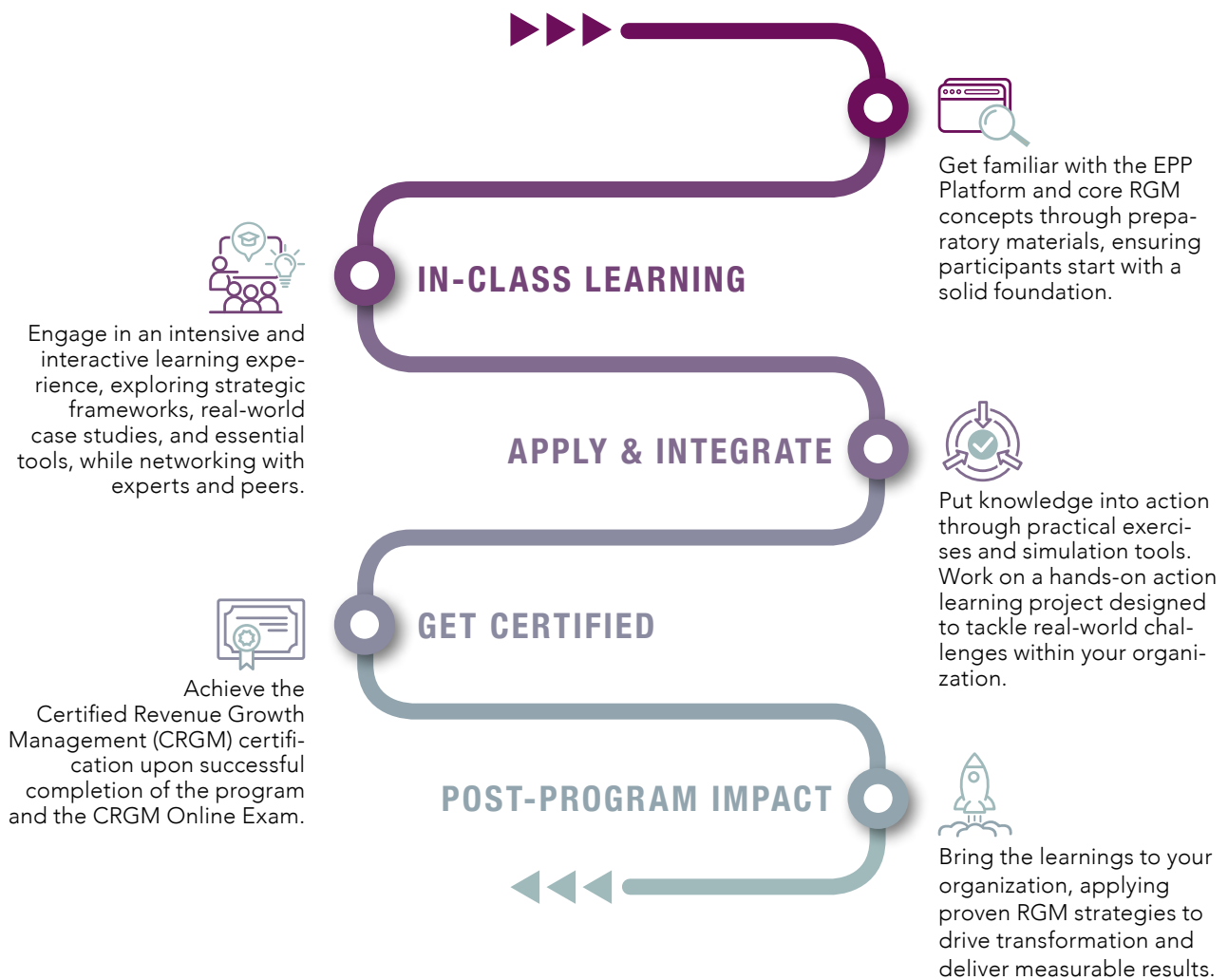
REFLECTION ON YOUR RGM ROADMAP

Conclude the program by reflecting on priorities, key learnings, and actionable steps for your RGM journey.

- Identify improvement opportunities and key insights.
- Summarize learnings and finalize your RGM roadmap.
- Set clear next steps to implement in your organization.



HOW IS THE PROGRAM DESIGNED?





Talk with a Program Advisor

For a personalized
consultation,
contact a member
of our learning
team.



For further information on the CRGM® Program
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Certified Revenue Growth Manager

EPP is the global business community for pricing and revenue management professionals. We partner with forward-looking businesses to co-create impactful learning journeys, events and content to improve top line revenues and profitability.