



# CERTIFIED REVENUE GROWTH MANAGEMENT CERTIFICATION

EPP® CERTIFIED

**C|R|G|M**

FMCG/CPG

Certified Revenue Growth Manager

POWERED BY:

**Buynomics**



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**C|R|G|M**

FMCG/CPG

Certified Revenue Growth Manager

# PROGRAM

The **Certified Revenue Growth Manager (CRGM)** program equips professionals with the skills to design and implement effective Revenue Growth Management strategies in today's competitive markets. By combining strategic frameworks, analytical concepts, and real-world business simulations, the program helps participants turn RGM theory into practical business impact.

A distinctive element of the program is the integration of advanced analytical tools such as Buynomics, enabling participants to:

- **Analyze Market Dynamics** and assess measurable improvements in revenue performance
- **Optimize RGM Levers** such as pricing, promotions and portfolio mix
- **Forecast Demand** using data-driven insights and predictive tools

## A PROVEN BEST-IN-CLASS FRAMEWORK

The program covers the key pillars of Revenue Growth Management, combining analytical concepts, practical tools and real-world applications.

### Key Topics

1. Holistic RGM
2. RGM Analytical Concepts and Techniques
3. Buynomics Virtual Shoppers Platform
4. RGM Business Simulation
  - Pricing
  - Promotions
  - Price-Pack Architecture
  - Mix Management
  - 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

# PROGRAM

## 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

### 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

# PROGRAM

## 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

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

# CRGM: LEARNING WITH IMPACT

This program equips you with the skills to connect these elements and turn pricing into a real growth driver for your business.

## WHO IT'S FOR

This program is designed for professionals working in RGM and related commercial functions.

It is particularly relevant for:

- Revenue Growth & Pricing Managers
- Commercial & Category Professionals
- Trade Marketing & Portfolio Managers
- Commercial Finance & Insights Teams

## HOW YOU WILL LEARN

The program is built on an interactive and practice-oriented learning approach:

- Expert-led sessions combining strategy and analytics
- Interactive market simulations
- Hands-on case studies
- Advanced analytical tools
- Peer learning and applied reflection

*Tailored for professionals with 1–5 years of experience looking to strengthen and structure their RGM expertise.*

## LEARNING OUTCOMES

- 1 Master** the vital RGM concepts, identifying key data sources and techniques and applying them effectively
- 2 Leverage** data-driven tools to inform strategic decisions and optimize your RGM strategy
- 3 Create** actionable RGM plans aligned with business goals and measurable growth
- 4 Engage** in collaborative learning, exchanging insights and strengthening cross-functional alignment

## LEARNING EXPERIENCE

- 1** In-depth knowledge of RGM, understanding **best practices and innovative techniques** for revenue growth
- 2** Interactive **market simulation**, applying theory to realistic consumer and market scenarios
- 3** Hands-on case studies, tackling real-world commercial challenges
- 4** Advanced **analytical tools** for elasticity, promotions and demand insights
- 5** Collaborative **networking** with professionals across commercial functions

# FACULTY & STRATEGIC PARTNERS

## Buynomics

Buynomics is the **leading Revenue Growth Management (RGM) platform** for optimization across all commercial levers that enable companies to simulate shopper behavior and **evaluate commercial decisions before execution.**

Its **Virtual Shopper AI** creates digital representations of real consumers, using company data and behavioral models to predict how shoppers will respond to changes in price, promotions, product mix or portfolio structure. Through scenario simulations, organizations can better understand demand dynamics, anticipate market reactions and **optimize revenue growth strategies across all RGM levers.**

Guided by the program faculty, participants are introduced to these simulation-based approaches during the advanced tools module, gaining practical insights into how such methods can be applied to **evaluate commercial scenarios and strengthen data-driven decision-making in real business contexts.**

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# Talk to a Program Advisor!

Need more details about the training experience? Reach out to our team anytime.

Contact us



For further information on the Program please contact [academy@pricingplatform.com](mailto:academy@pricingplatform.com)  
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