



ONLINE CERTIFIED REVENUE GROWTH MANAGER

Learn to turn data and insights into smarter
decisions that accelerate business growth.

EPP® CERTIFIED

C|R|G|M

FMCG/CPG **ONLINE**

Certified Revenue Growth Manager

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Certified Revenue Growth Manager

About the Certification

The **Certified Revenue Growth Manager (CRGM)** Online Program equips professionals to lead revenue growth strategies in today's fast-paced business environment. Designed for those working in sales, marketing, pricing, finance, or strategy, the program blends theoretical insight with hands-on practice through video lessons, case studies, in collaboration with **Buynomics**.

It provides the tools and frameworks to apply data-driven decision-making, optimize key RGM levers (Pricing, Promotion, PPA, Mix, Trade Terms), and turn insights into measurable business results.

MODULE 1

FOUNDATIONS OF REVENUE GROWTH MANAGEMENT

Build a solid understanding of RGM principles and their application across industries.

1.1 The Strategic Role of RGM

- RGM defined: From pricing to profit orchestration
- RGM's role in the commercial strategy framework
- Common misconceptions and pitfalls

1.2 The Revenue Growth Levers

- Pricing, Promotion, PPA, Mix, Trade Terms
- How to prioritize levers for different business contexts

1.3 The Data-Driven Mindset

- The role of Data in Revenue Management
- From descriptive to predictive and prescriptive analytics
- The role of cross-functional collaboration in RGM success
- Tools & Exercises:
- Revenue Growth Maturity Assessment
- RGM Self-Diagnostic Checklist

MODULE 2

FOUNDATIONS OF REVENUE GROWTH MANAGEMENT

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

2.1 Traditional tools and common applications

- Applications and shortcomings of traditional tools
- The key data sources needed for RGM analysis
- Common price-setting methodologies

About the Certification

MODULE 3

MARKET & CUSTOMER INTELLIGENCE FOR GROWTH

Equip learners to turn market data into actionable insights.

3.1 Market Structure & Segmentation

- Mapping your category: competitors, channels, and trends
- Segmentation approaches (value-based, behavioral, occasion-based)

3.2 Customer Value Understanding

- Price-value mapping
- Willingness-to-pay research methods

3.3 Opportunity Sizing & Prioritization

- TAM, SAM, SOM explained
- Identifying high-return growth pockets

MODULE 4

PRICING EXCELLENCE AS A GROWTH DRIVER

Apply pricing as a disciplined revenue growth tool, not just a reaction to market pressures and Align portfolio and innovation strategy with revenue growth objectives.

4.1 Strategic Pricing Fundamentals

- Value-based pricing
- Dynamic vs. static pricing strategies

4.2 Price Pack Architecture (PPA)

- Designing packs, sizes, and price points for maximum value

4.3 SKU Rationalization

- Identifying high-value vs. low-value SKUs

4.4 Innovation Pipeline

- Revenue-focused innovation evaluation

4.5 Lifecycle Revenue Maximization

- Launch, grow, defend, and sunset phases

4.6 Trade Promotions & Discount Management

- Calculating ROI of promotions
- Avoiding margin erosion traps

About the Certification

MODULE 5

ROUTE-TO-MARKET & CHANNEL STRATEGY

Design channel strategies that maximize reach, penetration, and profitability.

5.1 Channel Economics

- Margin structures by channel
- Direct vs. indirect trade-offs

5.2 Omnichannel Growth Strategies

- E-commerce, marketplaces, and direct-to-consumer (D2C)

5.3 Distributor & Retailer Collaboration

- Joint business planning for mutual growth

MODULE 6

RGM ANALYTICS & DIGITAL ENABLEMENT

Leverage analytics and digital tools to make faster, smarter growth decisions.

6.1 RGM KPIs & Dashboards

- Key metrics: NSV, GM, contribution margin, mix impact

6.2 Predictive & Prescriptive Analytics

- Demand forecasting
- Promotion optimization

6.3 AI & Automation in RGM

- Pricing AI, demand sensing, trade optimization tools

MODULE 7

EXECUTION EXCELLENCE & CHANGE MANAGEMENT

Ensure RGM strategies are implemented successfully and sustainably.

7.1 From Strategy to Execution

- Cross-functional alignment
- Translating plans into field actions

7.2 Commercial Capability Building

- Training, tools, and performance management

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7.3 Overcoming Resistance

- Change adoption frameworks
- Communication strategies for commercial teams

CAPSTONE PROJECT & CERTIFICATION ASSESSMENT

Apply the full RGM toolkit to a real or simulated business scenario.

Capstone Project Brief

- Choose: real company (with permission) or simulated case study
- Deliver a 90-day RGM Growth Plan

Feedback

- Structured evaluation from SMEs

Final Exam

EPP OFFICIAL CERTIFICATION

Completing the CRGM program and exam proves your ability to master revenue growth strategies and apply them in complex business challenges. It's a milestone that highlights your strategic expertise, cross-functional credibility, and commitment to strategic career advancement.

You'll receive both an official certificate and a digital badge, recognition you can showcase in formal settings and across professional networks.

- Recognized proof of expertise
- Stronger professional credibility
- Greater career opportunities
- Certificate & digital badge included



Certification Requirement:

80%+ on final exam
Successful capstone project presentation

Certification Includes:

Video Lessons and interactive modules
Downloadable assets
Digital Badge

Program Goals & Professional Profile

LEARNING OBJECTIVES

The **Certified Revenue Growth Manager (CRGM) Online Program** is designed to equip professionals with the skills and tools to build effective, data-driven revenue growth strategies. Throughout the program, learners develop both strategic and analytical capabilities, gaining the confidence to make informed commercial decisions that accelerate growth and improve profitability.

By the end of the certification, you'll have a structured framework to apply Revenue Growth Management principles across pricing, promotions, portfolio, and mix, empowering you to deliver measurable business results and sustainable growth.

You will learn to:

- **Adopt a Revenue Growth Mindset** – Connect strategy, analytics, and execution to create value.
- **Leverage Data-Driven Insights** – Use advanced analytics and digital tools to guide decisions.
- **Optimize RGM Levers** – Improve pricing, promotions, and portfolio mix for maximum impact.
- **Drive Commercial Performance** – Turn RGM strategies into profitable, real-world outcomes.
- **Collaborate Across Functions** – Align sales, marketing, finance, and supply chain around growth goals.
- **Apply Practical Frameworks** – Work through real case studies and simulations using Buynomics.
- **Earn a Recognized Certification** – Validate your RGM expertise with the official EPP credential.



WHO IS THIS PROGRAM FOR?

The CRGM Online Program is designed for professionals in **sales, marketing, pricing, product management, finance, and strategy** who are responsible for driving revenue and profitability within their organizations.

It is ideal for those looking to strengthen their analytical and strategic skills, apply data-driven decision-making, and lead effective Revenue Growth Management (RGM) initiatives.

Whether you're shaping pricing and promotional strategies, optimizing product portfolios, or supporting commercial growth decisions, this program provides the frameworks and tools to create **measurable business impact**.

About Buynomics

Buynomics is the leading Revenue Growth Management (RGM) software designed for holistic optimization across all revenue levers.

The platform enables commercial teams within enterprise organizations to **make faster and more profitable decisions**. By integrating multiple data sources with cutting-edge AI, Buynomics provides a single source of truth for all shopper-centric revenue decisions.

Trusted by global companies such as Danone, General Mills, Unilever, L'Oréal, Nestlé, and other leading brands, Buynomics helps increase gross profits by 2%–4%* and reduce decision-making time by up to 80%.

Founded in 2018 by Dr. Ingo Reinhardt and Dr. Sebastian Baier, Buynomics is headquartered in Cologne, Germany.

**depending on data quality & completeness*

Your Learning Journey

The **CRGM Online Program** lays the foundation for impactful revenue growth management. Once you complete the modules, you'll be prepared to turn knowledge into performance and create lasting business impact.

Enroll & Get Started

Sign up and access your learning platform.



- Receive login credentials.
- Explore pre-readings and complete your Organizational Pricing Maturity Assessment.
- Self-paced program with up to 12 months to complete.

Core Modules & Exams

Build a strong foundation with structured learning.



- Online Modules focused on pricing, RGM strategy, and effective execution.
- Module assessments and final exam
- If you have any questions during the process, we can connect you with the trainers for guidance and support.

Your Final Project

Apply what you've learned and take action.



- Develop a personal project charter to improve pricing excellence in your company.
- You have a maximum of 30 days to complete this phase.

Certification Exam

Showcase your expertise and get certified.



- The Online Exam must be completed within 60 days after your Project Charter.
- The Exam consists of 20 multiple-choice questions, with a passing score of 70%, and up to 3 attempts.

Certification & Benefits

Get certified and unlock premium benefits.



- Validate your expertise and enhance your professional profile.
- Enjoy 12 months of EPP Prime, providing access to exclusive materials, resources, and discounts on EPP learning initiatives and events.

RGM Meetings

Join a community of industry professionals.



- Engage with peers in pricing and revenue management near you.
- Share experiences, gain industry perspectives, and expand your professional network.



TALK TO A LEARNING ADVISOR

Connect with our team if you have any questions or need further clarification. Feel free to reach out to us at:

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pricingplatform.com

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EPP is a global community for pricing and revenue management professionals. We collaborate with forward-thinking businesses to co-create impactful learning experiences, events, and content that drive revenue growth and profitability.