



# RGM

## CERTIFICATION PROGRAM

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POWERED BY:



# GET READY TO GENERATE PROFITABLE GROWTH

Generating profitable growth in an environment that is constantly being reshaped by new entrants, global crises, the growing importance of private label, consumers migrating across channels, and changing consumer preferences presents formidable challenges even for the most seasoned marketing & sales professionals. Revenue Growth Management (RGM) is a multi-disciplinary approach that leverages insights into buying behavior, historical sales patterns and financial performance to optimize prices, product assortment, price promotions and trade investments with the intention to drive profitable growth.



# REVENUE GROWTH MANAGEMENT CERTIFICATION

## Key Benefits

This program will change the way you think about organic growth. You will learn how to use data to systematically analyze the market and come up with actionable recommendations that generate profitable growth as you navigate your organization through the toughest growth challenges.

The gold standard in advanced professional education, the RGM certification program is designed to help navigate the unique challenges of revenue growth management.

Whether you are looking to move into a revenue growth management role, want to refresh your knowledge or are ready to take on greater leadership responsibilities, this immersive program will help you accelerate your professional and personal growth.

## Who should attend

The program is designed for professionals tasked with the identification of growth opportunities at all levels within the organization. Revenue growth management, category management, pricing, business development, marketing and sales managers, leads & directors are ideal candidates.



# DELIVERING A TRULY TRANSFORMATIVE EXPERIENCE

During the course, you will collaborate with an exceptional group of practitioners who span industries and countries—and engage with our **experienced faculty** who have hands-on **experience leading RGM teams**, provide **practical examples** how to go from theory to practice, foster **interactive learning** through interactive discussions and encourage **critical thinking** by looking for the limitations of existing frameworks.

## A Typical Class Features:

**30** Accomplished Peers

**5+** Countries Represented

**5+** Companies Represented



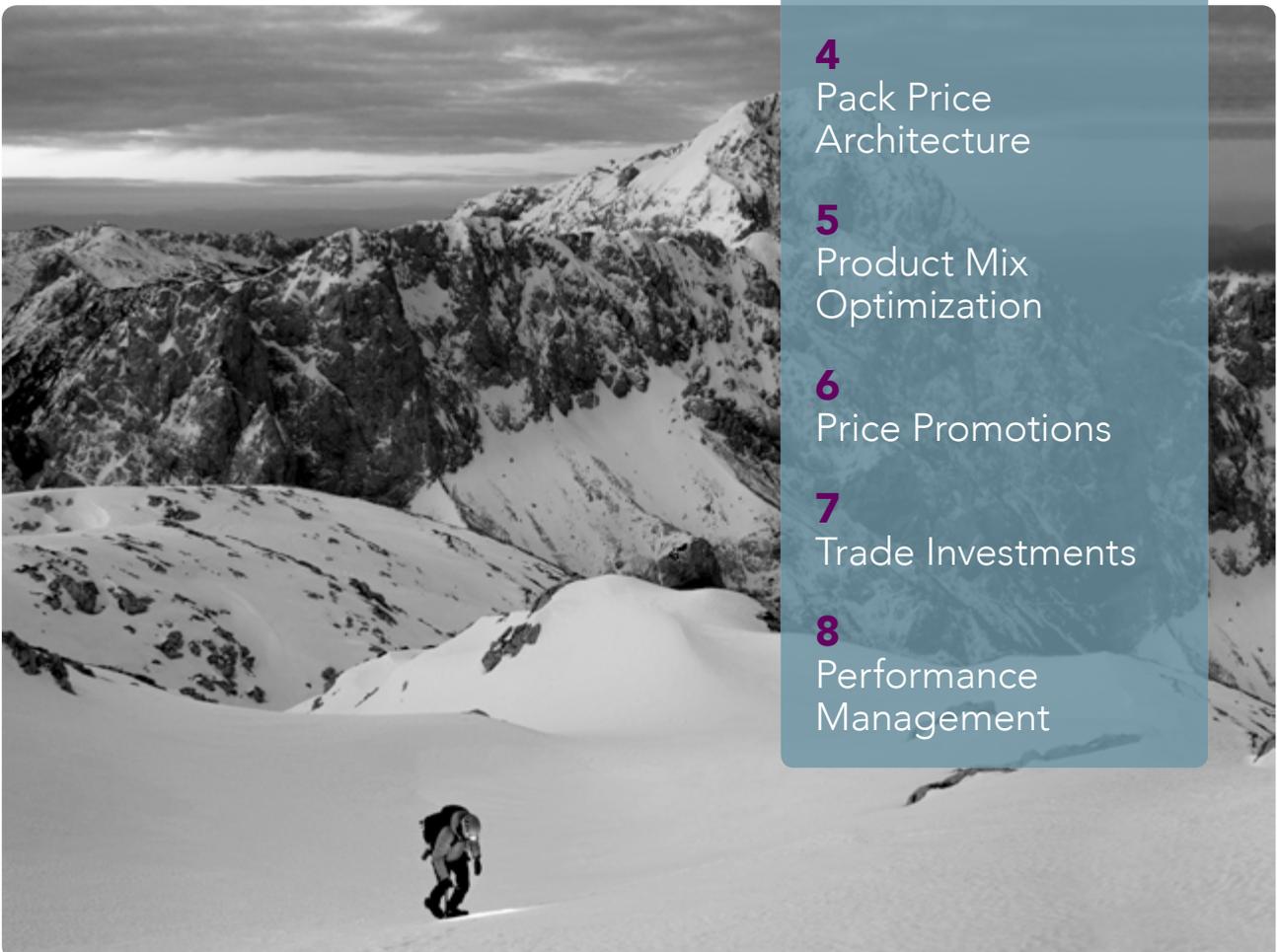
# A PROVEN BEST IN CLASS FRAMEWORK

The RGM Advanced certification is a structured yet personal learning journey during which you will engage with and learn from real-world practitioners, a diverse group of practitioners from around the world, and professional RGM coaches. Together, you will take a deep dive into the intricate workings and operational challenges of revenue growth management.

**Designed to spark reflection and collaboration, this program features real-life case studies, interactive discussions, professional one-on-one coaching, and experienced guest speakers.**

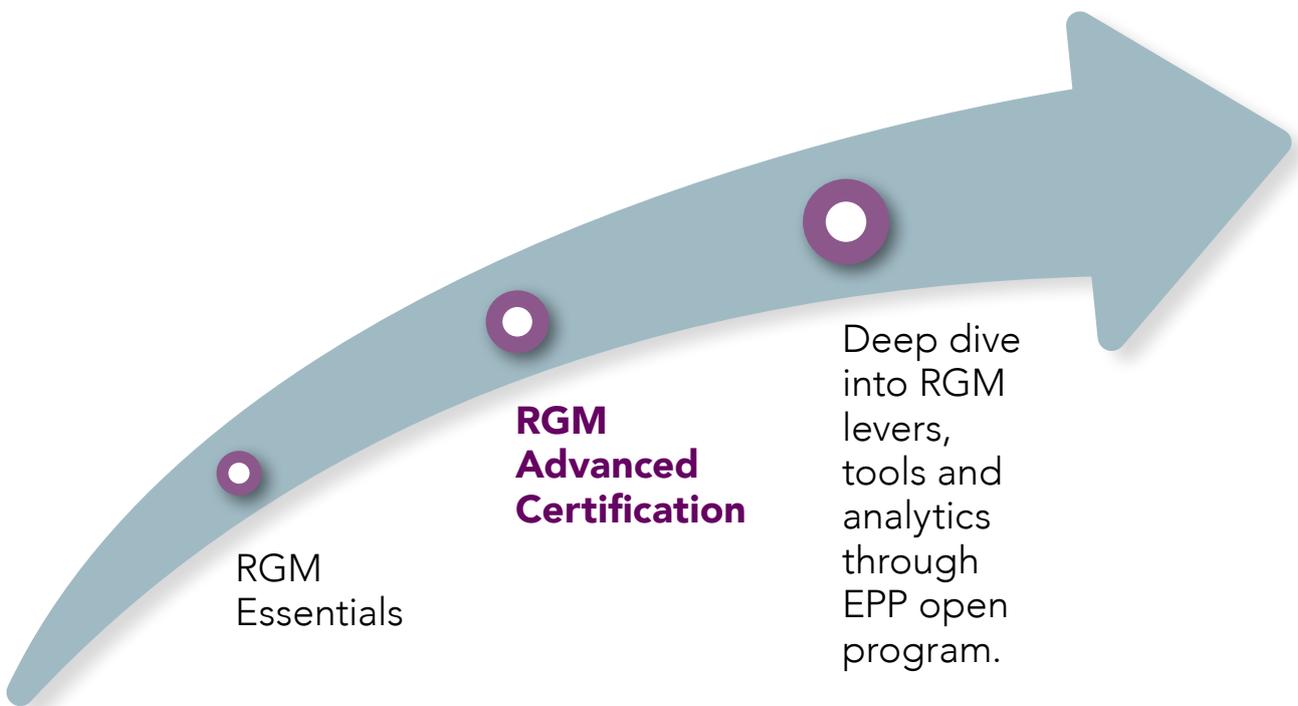
## Key Topics

- 1 Organizational Foundations
- 2 Market Diagnostics
- 3 Strategic Price Targets
- 4 Pack Price Architecture
- 5 Product Mix Optimization
- 6 Price Promotions
- 7 Trade Investments
- 8 Performance Management



# THE RGM CERTIFICATION SCHEME

EPP Pricing Platform offers the RGM advanced certification as part of a larger certification program structured around 3 pillars: RGM Essentials, RGM Advanced and Deep Dives into RGM levers, tools, and analytics through EPP open programs. In this program the RGM Essentials and RGM Advanced are used to the base knowledge required to embed RGM as a capability in your organization, to initiate, execute and lead RGM projects and to use RGM to manage the overall growth performance of your organization.



TOPIC 1

# ORGANIZATIONAL FOUNDATIONS

*Learn how to build world class RGM teams that can enhance strategic decision-making capabilities.*

- Explore key revenue growth management concepts.
- Align organizational structures, tools, capabilities & systems to create a world-class RGM capability.
- Understand the role RGM teams can play in long- and short-term business planning cycles.
- Examine how analytical tools can be used to strengthen your RGM capability. Discuss common operating model pitfalls and industry wide best practices.

## Collaborative Learning

You will be placed with a carefully curated group of peers whose members span industries, countries, and functions. This diversity of perspectives enriches your learning experience and expands your global network.



TOPIC 2

## MARKET DIAGNOSTICS

*Gain a comprehensive understanding of the drivers that can impact on sales performance.*

- Disentangle the key drivers of brand growth and the metrics used to quantify them.
- Gain a conceptual understanding of how the key drivers of brand growth vary as brands become more mature.
- Learn how to identify what drives the overall growth on the market.
- Learn tools that can help you reposition your portfolio such that it can capture future growth.

### Actionable Insights

Our curriculum is designed to tackle real-world challenges. Upon completion, participants re-enter their companies with the skills and confidence they need in order to immediately apply what they've learned and deliver tangible impact to the business.

## TOPIC 3

## STRATEGIC PRICING

*Learn how to maximize the value that can be extracted from brands by using the willingness to pay to determine the optimal price position.*

- Understand the behavioral factors that drive shopper's purchase decisions.
- Learn what methods can be used to quantify relative price positions.
- Gain techniques to triangulate the optimal price position for your brands.
- Explore how to leverage price, assortment, price promotions and trade investments to achieve desired price positions.

**Proven Teaching Methodologies**

The case method delves into real-life business challenges faced by executive leadership teams on a daily basis. Immersed in a dynamic exchange of different ideas and perspectives, you will take on the multifaceted role of chief decision-maker. In addition to studying the cases, your understanding and competencies will be enriched through active class-room discussions.



## TOPIC 4

## PACK PRICE ARCHITECTURE

*Craft a portfolio based on shopper preferences enabling you to target specific growth drivers.*

- Understand how consumption occasions can be leveraged to improve the availability of your brands.
- Map magic price points to differentiate your portfolio by channel.
- Assign pack roles that target specific growth drivers like purchase frequency and volume per trip.

**Science-Based Frameworks**

Our program is anchored in the latest research on how to best grow brands and categories using the five levers of revenue growth management: pricing, pack price architecture, product mix, price promotions & trade investments.



TOPIC 5

## PRODUCT MIX OPTIMIZATION

*Short-list the products that can maximize your profitability across distinct demand segments.*

- Acquire methods to segment the portfolio based on profitable growth potential.
- Explore how to augment product rankings with shopper decision trees, demand segments and or price tiers.
- Create customer level physical availability optimization plans.
- Anchor availability optimization plans in joint business development plans.

### Experienced Faculty

Our faculty has decades worth of experience in revenue growth management, category management and shopper marketing to help you understand how fast mover consumer goods companies and retailers collaborate to drive profitable growth.



TOPIC 6

## PRICE PROMOTIONS

*Optimize price promotions by linking mechanics to brand jobs to be done and maximizing return on investment.*

- Map brand & category growth jobs to be done (e.g., penetration, volume per trip and purchase frequency)
- Link promotional mechanics to pack roles and specific jobs to be done.
- Evaluate the return on investment of promotional events to determine effectiveness price promotions.
- Optimize annual promotional plans and calendars based on jobs to be done and effectiveness price promotions.

### Unparalleled Networking Opportunities

During the week you will get time to build trusting relationships with a group of peers outside your organization who are on the same learning journey as you and can provide you with objective feedback as they share the same challenges.



## TOPIC 7

## TRADE INVESTMENTS

*Create joint business development plans based on customer specific growth strategies and pay for performance counterparts.*

- Map the profit pool to quantify how the value is divided between retailers and manufacturers.
- Segment customers based on sales performance and strategic alignment.
- Craft customer specific investment strategies that support category & brand growth plans.

**RGM Playbooks**

As you embark on your RGM journey our training materials will serve as playbooks that will help you understand how to identify growth opportunities using easy to follow tutorials.

## TOPIC 8

PERFORMANCE  
MANAGEMENT

*Track the financial results of your organization to proactively manage organic growth performance.*

- Understand how profitable growth helps create long-term economic value.
- Assess the performance of your business through the three pillars of profitable growth: Net revenue, profit and margin.

## Connecting the Dots

Our program equips participants with the knowledge required to facilitate the creation of growth plans leveraging product, price, place, promotions and trade investments by connecting the dots between marketing, sales, innovation and finance.







## Talk with a Program Advisor

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

For further information on the CRGM® Program please contact Ripsime Matevosian  
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[www.pricingplatform.com](http://www.pricingplatform.com)

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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.