



RGM

CERTIFICATION
PROGRAM

POWERED BY:



EPP[®] CERTIFIED

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FMCG/CPG

Certified Revenue Growth Manager



GET READY TO JUMP-START YOUR ANNUAL BUSINESS PLANNING PROCESS

Mastering organic growth in today's ever-evolving market landscape is a formidable challenge. Standardized solutions often fall short when addressing the unique hurdles your business faces. That's where our RGM Advanced Certification Program steps in. We don't just teach; we will equip you with the tools you need to:

- Seamlessly integrate revenue growth management into your annual business planning, ensuring it's a driving force, not an afterthought.
- Simplify revenue growth management methodologies, analytics and stories.

Join us to explore how to unlock the true potential of revenue growth management.



REVENUE GROWTH MANAGEMENT CERTIFICATION

Key Benefits

This program will change the way you use RGM. Instead of replicating standard frameworks, we will teach you how to use revenue growth management to solve unique business challenges and come up with actionable recommendations that benefit manufacturers, retailers and shoppers.

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 practitioners who are keen to understand how to use RGM in the annual business planning cycle and how to simplify RGM. 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.

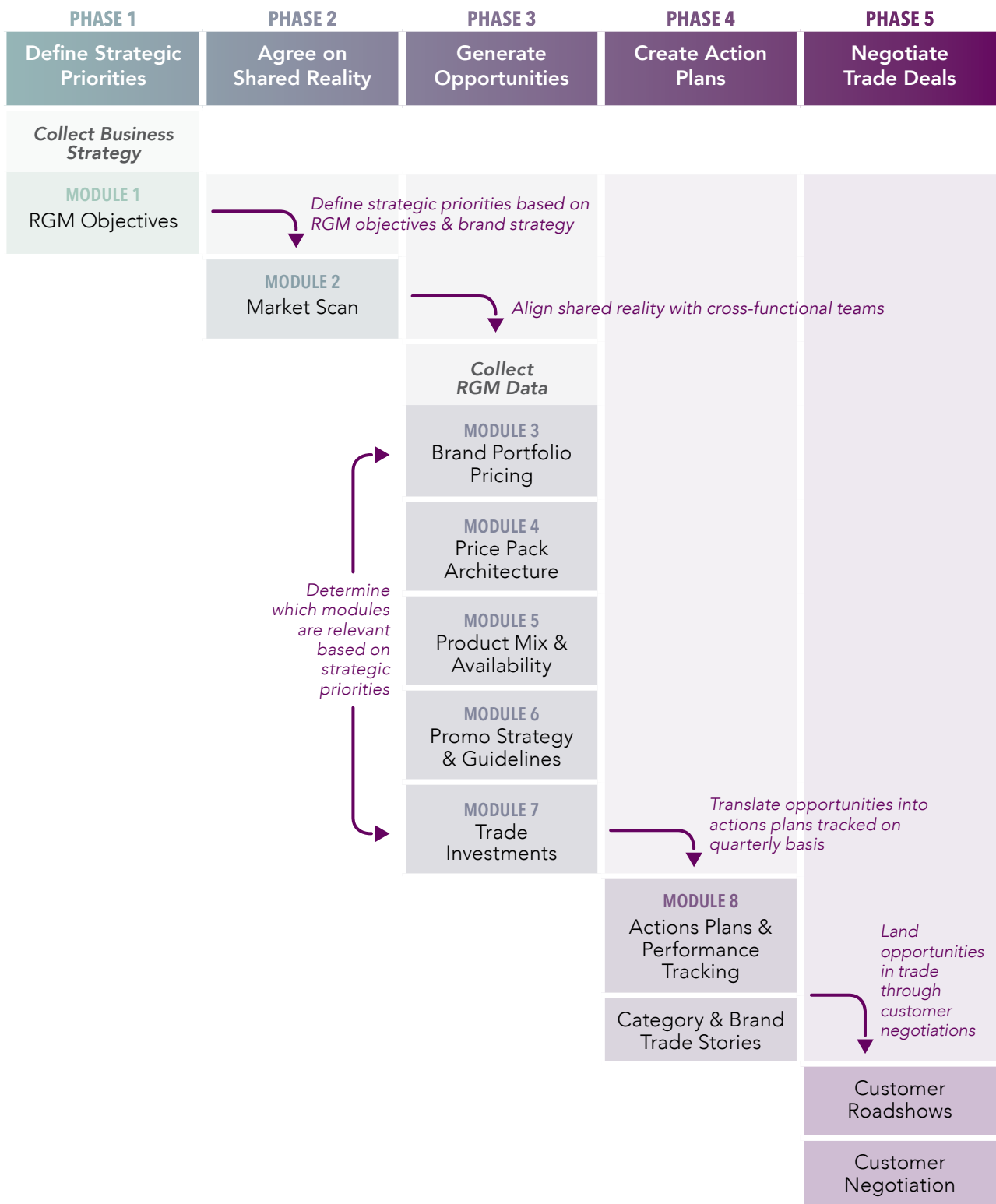
Designed to spark reflection and collaboration, this program features real-life case studies, interactive discussions, professional one-on-one coaching, and experienced guest speakers.

Key Topics

- 1 Strategy & Annual Planning
- 2 Market Diagnostics
- 3 Brand Portfolio Pricing
- 4 Pack Price Architecture
- 5 Product Mix Optimization
- 6 Price Promotions
- 7 Trade Investments
- 8 Trade Stories



INTEGRATE RGM IN YOUR BUSINESS PLANNING CYCLE



TOPIC 1

RGM STRATEGY & ANNUAL PLANNING

Learn how to convert your business objectives into RGM strategic priorities and annual plans to prepare for customer negotiations.

- Learn how to translate business objectives into a set of strategic priorities.
- Understand the role RGM teams can play in long- and short-term commercial planning.
- Examine what constitutes a good long- and short-term RGM Plan.
- Discuss common pitfalls and best practices when integrating RGM into the annual commercial planning cycle.

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 business challenges that can prevent you from achieving your strategic priorities.

- Disentangle the key drivers of brand and category 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 tools that can help you link business challenges to strategic priorities.
- Discuss how to get consensus on key challenges & opportunities across marketing & sales teams.

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

BRAND PORTFOLIO PRICING

Learn how to maximize the value that can be extracted from your portfolio by setting a strategic price ambition across brands.

- Discover how to assign roles to each brand in the portfolio using strategic priorities.
- Understand the behavioral factors that drive shopper's purchase decisions.
- 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.
- Explore how to assign roles to product groups and pack sizes to help target prioritized growth.
- Learn how to map core price points and pack sizes across channels to identify shopper buying patterns.
- Experience how to craft a differentiated destination assortment across channels.

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 & AVAILABILITY

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

TRADE PROMOTIONS

Optimize trade 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.
- Link trade investment to joint business development plans and pay for performance contract counterparts.

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

TRADE STORIES

Craft compelling trade stories that can help you land growth initiatives in the market.

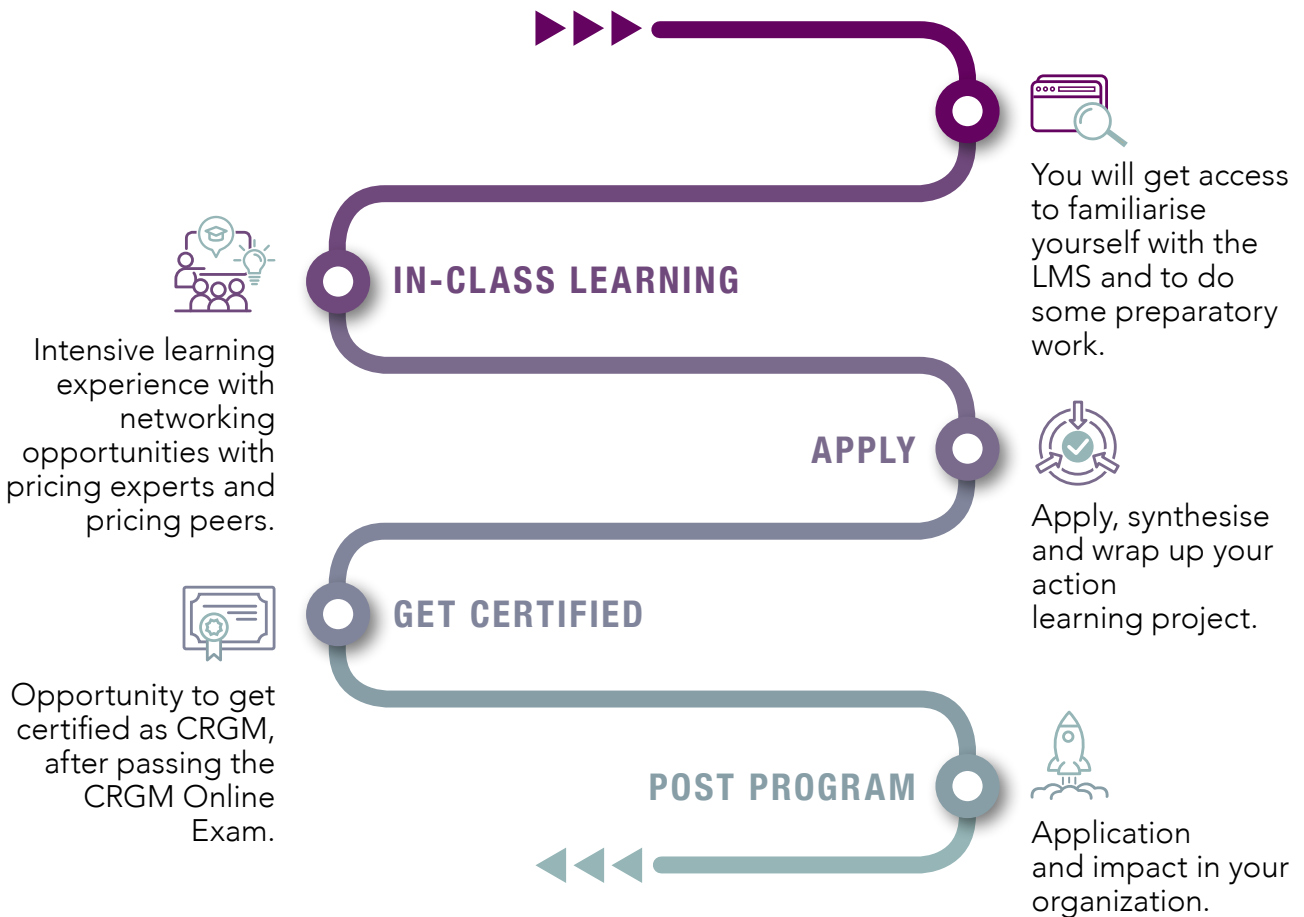
- Explore how to demonstrate you understand the business challenges and strategy of your trade partners.
- Discuss how to detail what benefits your initiatives will bring to the manufacturer, customer, and shopper.
- Examine what types of evidence can be leveraged to help substantiate claims about the impact of your initiatives on category value.
- Discover behavioral based techniques to create engaging and compelling stories.

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.



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 please contact Ripsime Matevosian

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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.