



TRAINING

# STRATEGIC REVENUE GROWTH MANAGEMENT FOR CONSUMER GOODS

## **FMCG Forum 2023**

*This is a 2-day program to assess the Revenue Growth Management (RGM) maturity, accelerate RGM concepts and best practices followed by a hands-on workshop to identify key RGM opportunities in the Organization.*

*This is a unique learning opportunity to enhance your skills and knowledge!*

# STRATEGIC REVENUE GROWTH MANAGEMENT FOR CONSUMER GOODS

## Learning Objectives

- You will learn a Pricing & Revenue Growth Management approach, fully specific to Consumer Goods. This approach typically brings +4% to +17% of Net Sales and Margin growth acceleration.
- The training and workshop will enable you to understand and identify the most effective Revenue Management levers, to effectively mitigate current inflation prices, along actionable RGM Interventions, bridging Consumer Value, Brand Building, Pack Price Architecture, Consumer Pricing, Mix, Shopper-based Promotion Effectiveness and Omnichannel Commercial planning.

### *This will be achieved via:*

- RGM Training, reviewing each Levers of Value Extraction
- The Revenue Growth Equation, Consumer Goods Value, and the 5 levels of RGM
- Case studies
- Self-assessment (pre-work)
- Hands-On Workshop.

## For Whom?

This training is targeted at the following functions:

- Pricing & RGM managers, directors
- Commercial managers, directors
- Marketing managers, directors
- Innovation managers, directors
- Key Account managers, directors

### *This training is targeted at the environments/ sectors:*

Consumer Goods, CPG, F&B, Health OTC, FMCG, Retailers, Luxury Goods.

This training does not cover services nor Horeca.

**This is a unique learning opportunity to enhance your skills and knowledge!**

**APPLY NOW!!!  
PLEASE VISIT**

**WWW.PRICING  
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# PROGRAMME

## DAY 1

- Price Pack Architecture: optimal line up and assortment, including optimal incremental Innovations, to maximize growth.
- Consumer Pricing: right price strategy, and consumer value-based tactics
- Mix Optimisation: How to leverage optimal Mix across product, brand, channel and retailer dimensions.
- Introduction to Promotion Effectiveness, in line with brand and pricing strategy.
- Introduction to Commercial Plan by Retailer.

## DAY 2

- General recap of RGM levers
- Business review (external factors, Brands, Trade, Finance)
- Self-assessment review
- RGM levers teamwork
- Pricing confidence
- Market growth analysis
- Team discussion based on key RGM questions supported by self-assessment and pre-work
- Brainstorming ideas
- Presentation to group
- Mapping of opportunities
- Business Impact, revenue generation
- Enabler/ Accelerator of RGM best practices

### Learning Goals:

- 1 Why RGM is important
- 2 The concept of RGM, and opportunity for Consumer Goods
- 3 The Revenue Growth Equation
- 4 5 levers of RGM & examples to support each lever
- 5 Answering to key business questions via Self-assessment (pre-work). This allows to identify in a quick and easy way the level of maturity the company has across the key RGM levers. Helps to identify where to focus during the implementation of RGM.
- 6 Identify potential RGM opportunities, via RGM Levers teamwork.

## MEET YOUR FACULTY

### JI-HOON DIERCKX

Chairman & CEO, PRICINGONE



Ji-Hoon DIERCKX comes with more than 20 years of experience in CPG RGM. At Procter & Gamble, he has been leading Revenue Growth Management (RGM) and Pricing Strategy. Now CEO and Founder of PricingOne, a Pricing & Revenue Growth Management consulting firm, specialized in Consumer Goods. His consumer-centric RGM approach consistently brings significant Net Sales and Margin growth across consumer goods sectors.

### SAMER GABR

Chief of Product, PRICINGONE



Samer GABR brings 20+ years of experience in Consumer Goods and RGM. At Procter & Gamble he has led business model transformation across Europe, Africa and Asia, guiding several business units to achieve best-in-class revenue and profit growth, as well as leading the development of cutting-edge Pricing and Revenue growth analytics solutions. Now co-founder and Chief Product Officer of PricingOne - a Pricing & Revenue Growth Management consulting firm. Helping CPG/FMCG companies unlock growth where others can't through consumer-centric RGM approach.

# PRACTICAL INFORMATION

## Registration

€ 1895 (non-member rate)

The training fee includes :

- Course material - print and digital
- Coffee, tea & refreshments during the course
- Lunches during the course

It does not cover travel, accommodation or other incidentals. We recommend you to book your flights/travel/accommodation in advance to avoid last rates.

We try to negotiate special hotel rates if possible - please ask the hotel for the best rates.

Group rates

EPP member ? Log-in to get your member discount.

Find all your benefits in the membership area.

[EPP Prime - Pricing Platform](#)

## Questions? We help!

Please contact our EPP Pricing Academy Team!



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## In company – Customised

All programs can also be delivered as an in-company programme – or customized on demand.

For more information on the in-company and customized training programmes, please contact  
[astine.badeyan@pricingplatform.com](mailto:astine.badeyan@pricingplatform.com)

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