



TRAINING

# RGM Foundations for FMCG/CPG

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**13 - 14 MAY 2025**  
PORTO



*This is a 2-day programme to simplify the understanding of consumer-centric Revenue Growth Management (RGM) and its role and understand how to start and embed RGM in your organization. This program will help translate theory into practice through hands-on exercises on building RGM plans, identify and extract value from cross-lever opportunities, facilitating interactive peer learning.*

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

# RGM FOUNDATIONS

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## Learning Objectives

- You will learn about concept of Revenue-Growth Management, its role in Consumer Goods organisations, and how to deploy and apply the capability in practice. A comprehensive RGM approach could bring up to +19% Net Sales growth through a cross-lever value extraction over a multi-year window.
- The training and interactive case studies and peer learning will enable you to understand how to embed RGM in your organizations, build your RGM plans and most importantly how to go about identifying and actioning Consumer Pricing, Price Pack Architecture, Mix, Promotion, Trade Investment opportunities in ever-changing consumer behaviour and market dynamics. In addition, you will learn how to apply these insights in wider commercial and product strategy, such as channel strategy and NPD launch.

### *This will be achieved via:*

- Gaining clear understanding of ever-changing market conditions and consumer behaviour
- Training to understand RGM role and maturity stages, five RGM levers and the role of enablers
- Practical approach to cross-lever opportunity identification
- Group exercises, case studies and interactive peer learning to:
  - Build RGM plan and playbook
  - Identify Net Sales growth opportunities across levers
  - Utilise RGM insights in NPD launch or channel strategy
  - Build RGM roadmap and set priorities

## For Whom?

The following will benefit from this program:

1. Professionals working in top-tier FMCG/CPG organisations with developed RGM capabilities, but less than two years of experience in RGM.
2. Professionals working in FMCG/CPG organisations that are currently embarking on a RGM journey, with less developed RGM capabilities and looking to grow their RGM skillset, implement RGM excellence and elevate their organisations' capabilities.

### *This training is targeted at the following functions:*

- RGM & Pricing practitioners
- Commercial practitioners
- Key Account managers and sales support
- Marketing practitioners

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

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

*This training does not cover services & HoReCa*

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# PROGRAMME

## DAY 1

- Breaking the RGM complexity stereotype: Simplification of Strategic RGM concept and its role
- RGM Equation: how revenue builds, RGM maturity stages and practical guidance on how to start your RGM journey / how to scale RGM / how to institutionalise RGM
- Introduction of a 5-lever RGM framework and enablers  
Deep dive into Data and how to use it to drive insight
- Deep dive into annual RGM process at CPGs
- Breakout Group Exercise and Interactive Peer Learning:  
Case study and build your group's RGM playbook

## DAY 2

- Reflection on Day 1 and general recap of RGM levers
- Pricing overview and practical approach: pricing strategies, elasticities, tactics
- Pricing case study - breakout group exercise
- Price Pack Architecture (PPA) overview and practical approach: optimal line up, assortment and innovations
- PPA case study - breakout group exercise
- Mix overview and practical approach: how to leverage optimal product line assortment across product, brand, channel and retailer
- Mix case study - breakout group exercise
- Promotion overview and practical approach: promotion strategies driving incremental growth, promo mechanics
- Promotion case study - breakout group exercise
- Trade Investment optimisation overview and practical approach
- Trade Investment case study - breakout group exercise
- Building your RGM Roadmap: priorities and next steps  
breakout group exercise
- Final discussion and key program takeaways

## MEET YOUR FACULTY

### DIN ASIMI

*Commercial Strategy & RGM Consultant*



Din Asimi is a high-achieving, award-winning Commercial Strategy Consultant, working in Consumer Products sector and RGM at a Big4 Consulting Firm. Over the years, he worked with many global CPGs, with a turnover between \$2bn to \$25bn in food and nutrition, consumer healthcare, beverage and hardware across UK&I, EMEA and US, helping them deliver optimised net revenue growth across all five RGM levers.

His experience goes beyond strategy, including practical RGM cross-lever execution. His approach to RGM is consumer-centric and he is passionate about consumer behaviour. Din is also a passionate self-learner, which brings him to EPP, with a desire to break stereotypes about RGM complexity and to make practical knowledge available to industry practitioners.

**APPLY NOW!!!**

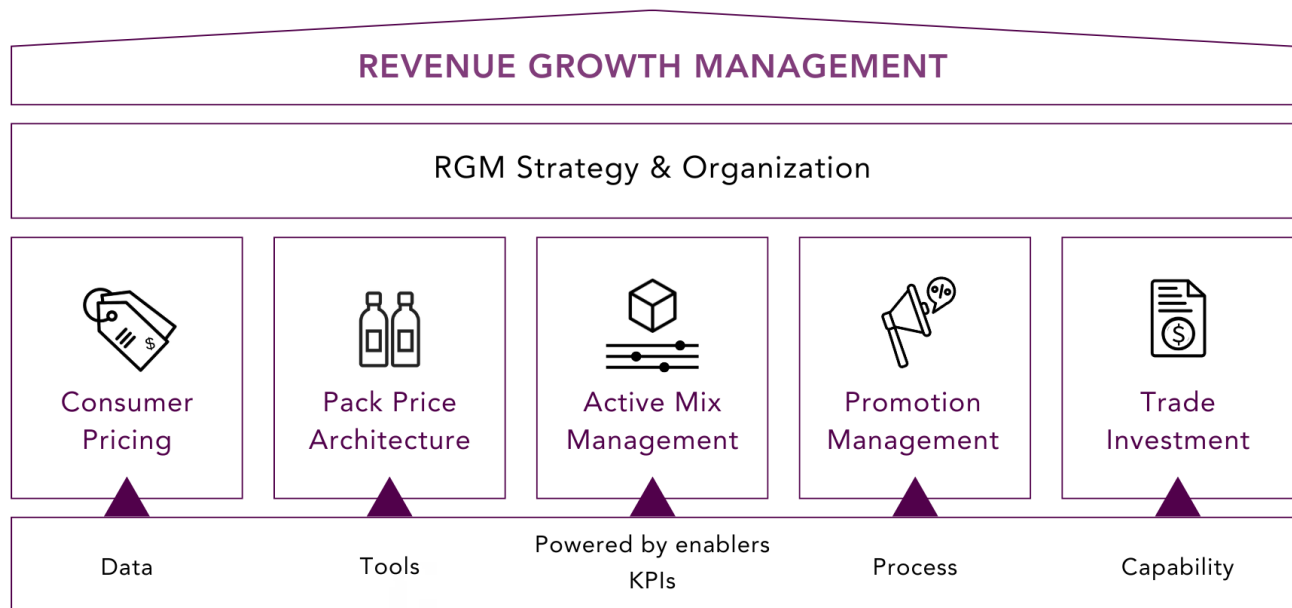
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# PROGRAMME

## Learning Goals:

1. Understand current market and consumer sentiment and its impact on Consumer Goods
2. Importance of RGM and its role
3. How Revenue builds, different stages of RGM maturity, where are you on that maturity scale and what you need to focus on
4. Five RGM levers and practical approach to opportunity identification
5. Understand data, its importance and how to use it to drive insight
6. Understand annual RGM process and build your playbook through interactive exercises
7. Understand how to identify RGM cross-lever opportunities, learn how to use RGM insights to identify Net Sales growth opportunities and support your NPD launches and/or channel strategy
8. Build your RGM roadmap and identify immediate, medium and long-term priorities



Based on industry-wide common understanding of RGM framework, and recognised professional services providers, e.g. Simon Kucher, BCG

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# PRACTICAL INFORMATION

## Talk to our team!

If you need help learning more about the program, understanding how it fits your needs, or have any other question, our team is here to assist you.

Contact us

[\*academy@pricingplatform.com\*](mailto:academy@pricingplatform.com)

Online registration:  
Quick and Easy!

REGISTER ONLINE VIA

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The logo graphic consists of several overlapping, curved lines in shades of purple and yellow, creating a dynamic, abstract shape.