

A photograph of two business professionals shaking hands over a desk. In the background, another person in a business suit is visible, standing with hands clasped. The scene is set in a modern office with large windows.

ONLINE COURSE

Introduction to
**Trade Promotion
Optimization**

Learn how to optimize trade promotions, maximize ROI, and improve sales performance with data-driven strategies. Gain practical insights into Trade Promotion Optimization (TPO), Trade Promotion Management (TPM) and Revenue Growth Management (RGM).

About the Online Course

The **Introduction to Trade Promotion Optimization course** is designed to equip participants with essential tools and methodologies to enhance trade promotion efficiency and effectiveness.

This course covers the key differences between Trade Promotion Optimization (TPO), Trade Promotion Management (TPM), and Revenue Growth Management (RGM), offering a **clear framework for transitioning from traditional consulting to fully automated solutions**. Participants will also assess their organization's readiness to launch a TPO project and gain a structured checklist to ensure a successful implementation.

By the end of this course, participants will be able to **analyze, plan, and execute** trade promotions more effectively, leveraging data-driven insights to enhance ROI and sales performance.

LEARNING AGENDA

- TPO vs TPM vs RGM: Key Differences
- From Consulting to Fully Tech Automation
- How Ready Are You to Launch a TPO Project?
- Project Preparation & Checklist
- Wrap-up

About the Online Course

LEARNING OBJECTIVES

By completing this program, you will gain the skills to:

- Understand the differences between **TPO, TPM, and RGM** and how they impact business outcomes.
- Assess your company's readiness to **implement a Trade Promotion Optimization strategy**.
- **Develop a roadmap** for transitioning from manual processes to fully automated TPO solutions.
- Use a **structured project preparation** checklist to ensure smooth implementation.
- **Optimize trade promotions** by applying data-driven methodologies.

WHO IS THIS PROGRAM FOR?

This online course is ideal for professionals involved in pricing, trade promotions, and revenue growth management, including:

- **Trade Marketing Professionals:** Trade Marketing Manager, Trade Promotion Manager
- **Revenue Growth Management Experts:** RGM Director, RGM Manager, Pricing Manager
- **Sales & Commercial Teams:** Sales Director, Sales Manager, Category Manager
- **IT Project Managers:** Engaging on a TPO Project
- **Finance & Business Strategy Professionals:** Finance Director, Business Analyst

Industries: Consumer Packaged Goods (CPG), Retail, Food & Beverage, FMCG, Pharmaceuticals, Technology, and Manufacturing.



Subject Matter Expert

To ensure participants gain practical, real-world insights, this course has been developed in collaboration with **Julien Guyonnet**, an industry expert with deep experience in RGM, pricing strategy, and sales technology projects. With a strong background in working with top-tier consumer goods companies, Julien brings a unique perspective on trade promotions, from consulting approaches to fully automated solutions.

JULIEN GUYONNET

Julien Guyonnet is a recognized expert in TPO, RGM, and sales technology solutions. As Managing Partner at TPO-Partners, he helps CPG companies transform their trade promotion strategies **from inception to full automation**.

Formerly, Julien led strategic client and RGM analytics teams at Kantar XTEL, working with brands like Mondelez, Nestlé, and Danone to develop **data-driven pricing and revenue management solutions**. He also held senior roles at Orangina Suntory France and began his career as an SAP consultant at Steria and BearingPoint, specializing in digital transformation for CPG and retail.



Julien holds a Master's degree in Engineering from EFREI and has pursued executive education at ESSCA, Yale, and Copenhagen Business School.

Passionate about driving measurable results, **Julien combines strategic insight with practical execution**, enabling companies to optimize their revenue and achieve long-term success in an ever-evolving market.



About EPP – Pricing Platform

EPP is proud about the positive impact and transformation our learning programs have created over the past decade in the value monetization, pricing and RGM community and their business. We put the bar high for you when it comes to your career development.

At EPP, we empower the global value monetization, pricing, and RGM community with the essential skills and knowledge to drive business growth and profitability.

Our programs are continually updated to reflect the latest industry trends, and are taught by world-class faculty. We offer a range of learning experiences designed to meet diverse needs, including:

- **Certification Programs**
- **Open Programs**
- **Online Courser**
- **Costumized Programs**

Each of these offerings is crafted to equip you and your team with the tools necessary for success in today's competitive business environment.



Faculty excellence

Our faculty consists of experienced practitioners and experts who provide valuable real-world insights.



Actionable Learning

We deliver actionable learning experiences, equipping you with practical skills and strategies to apply right away.



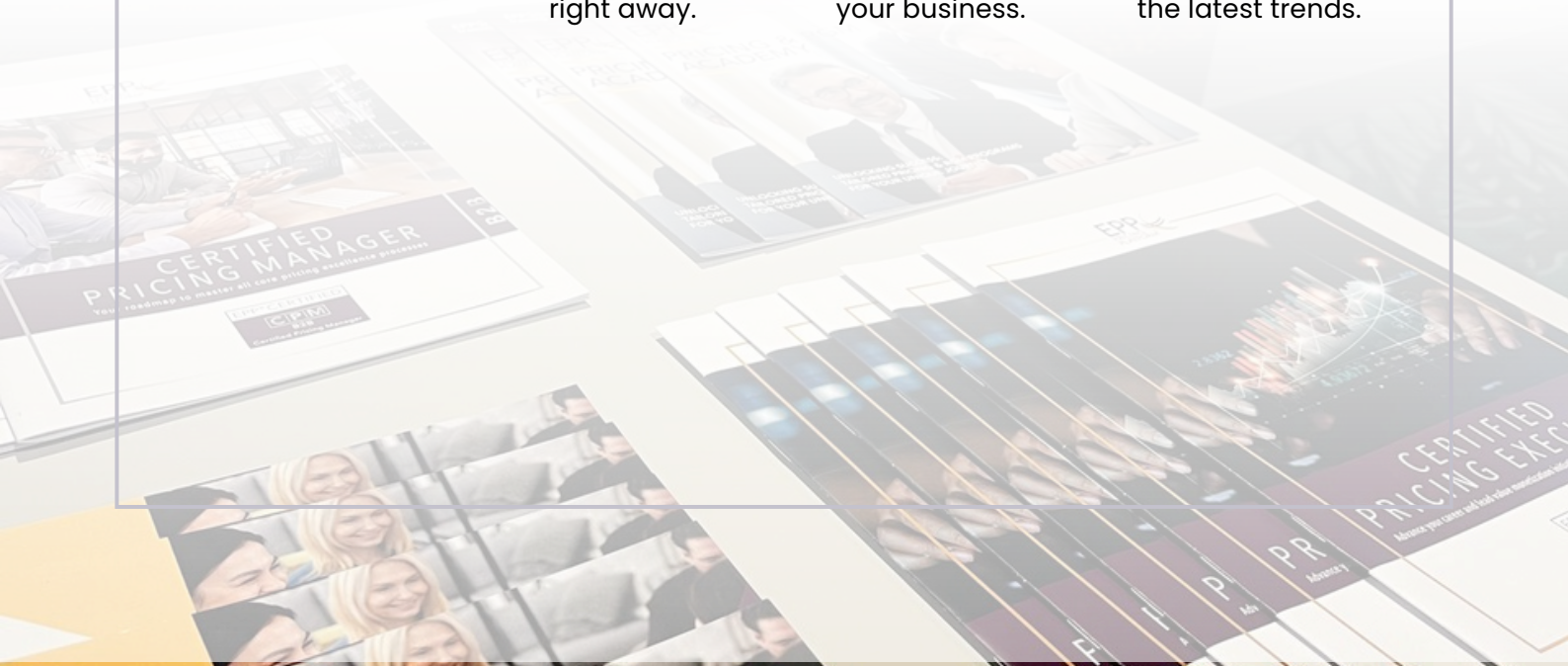
Industry specific

We tailor our programs to your needs. All our programs focus on specific know-how and know-what in your business.



Continuous learning

Learning never stops. We offer continuous support and access to our resources, keeping you up to date with the latest trends.



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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:

academy@pricingplatform.com



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.