

# Revenue Management for Customer Managers programme

Gamified trading year simulation, supported by key theory and approaches, to explore each RGM lever and it's impact, to enable better customer conversations

## APPROACH

Competitive 3 day or 4 virtual module simulation using your ACTUAL P&L to create relevant and transferable learning.

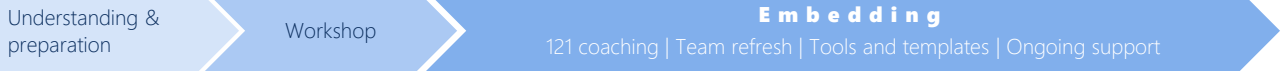
Consultants challenge thinking to shift delegate mindset, and embed change.



- Working in Account Teams
- Manage a 'Virtual' Customer (Waitco)
- Tackling key commercial challenges experienced within a Trading Year
- Generate Maximum profit for you & Waitco



## LEARNING JOURNEY: Classroom delivery



### Programme benefits:

- Using your P&L data ensures relevant and transferable learning
- Competitive exercises maximise engagement and lock in learning
- Experienced Rev Man consultants share best practice and challenge status quo
- Familiarity with Rev Man levers improves future customer interactions

### DAY 1 Mix & Category Management fundamentals

- Revenue Management Overview
- Understanding the P&L
- Managing Mix
- Virtual Customer Introduction
- Simulation – Mix P&L Exercise
- Group Presentations
- Judge's feedback through the 3 lenses
- Category Management Fundamentals

### DAY 2 Trade Terms & annual agreement negotiation role plays

- Recap day 1 key learnings
- Leveraging Trade Terms
- Q2 simulation – Terms P&L exercise
- Group presentations
- Judge's feedback through the 3 lenses
- Annual agreement role play prep
- Annual agreement negotiation role plays
- Personal action planning

### DAY 3 Price & Promotions

- Recap day 2 key learnings
- The power of price
- Q3 simulation – Price P&L exercise
- Group presentations
- Judges feedback through the 3 lenses
- Managing Promotions
- Q4 simulation – Promotion P&L exercise
- Group presentation
- Judges feedback through the 3 lenses
- Personal action planning

## AUDIENCE

All customer managers and other commercial / cross-function team members who influence commercial customer decisions

2 facilitators leading 12 delegates split into 3 teams

## OUTCOMES

Insight into the impact of current market dynamics on the profit pool	Change in mind-set to constantly look at every Revenue Management element through 3 perspectives	Clear understanding of the different elements of the internal & customer P&L
Better understanding of the Value chain & your potential influence on certain levers	Real world understanding of the impact commercial decisions can have on internal profitability, customer profitability & the shopper	Change in mindset reinforced by a focused personal action plan and team commitments

## OUR UNIQUENESS

- Approachable experts with senior commercial experience
- Tailored and flexible engagements to meet your needs
- Practical and ongoing support to deliver change
- Collaborative approach to create sustainable agreements