

# Revenue Management for Customer Managers programme

Our capability approach uses a gamified simulation to explore each revenue management lever.

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

**AUDIENCE**


Seasoned and experienced negotiators, looking to stretch and learn different negotiation approaches and styles for complex negotiations and challenging customer situations, especially (Senior) National/Key Account Managers, Heads of Channel/Sector/Sales, People with more than 3 years commercial experience

**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

**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

**Always using three lenses**

**LEARNING JOURNEY**

**Understanding & preparation**

**Workshop**

**Embedding**

121 coaching | Team refresh | Tools and templates | Ongoing support

**Programme overview:**

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

Q1 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**

Review and learning

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

Pricing available on request

**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

For more information contact us at [info@totalnegotiation.com](mailto:info@totalnegotiation.com) or find us on [LinkedIn](#)

# Revenue Management for Customer Managers programme - virtual

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### Introduction Webinar

Objectives  
Expectations  
Ways of working

### Virtual Session 1

Mix SDL quiz  
Q1 simulation – Mix P&L exercise  
Group Presentations  
Judges feedback through the 3 lenses  
Mix through the customer lens  
Key Learnings & personal action planning

### Virtual Session 2

Terms SDL quiz  
Q2 simulation – Terms P&L exercise  
Group Presentations  
Judges feedback through the 3 lenses  
Terms through the customer lens  
Key Learnings & personal action planning

### Virtual Session 3

Price SDL quiz  
Q3 simulation – Price P&L exercise  
Group Presentations  
Judges feedback through the 3 lenses  
Price through the customer lens  
Key Learnings & personal action planning

### Virtual Session 4

Promotion SDL quiz  
Q4 simulation – Promotion P&L exercise  
Group Presentations  
Judges feedback through the 3 lenses  
Promotion through the customer lens  
Key Learnings & personal action planning

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