# Total Negotiation Group

# **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

Understanding &

preparation

- · 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 & theshopper
- · Change in mindset reinforced by a focused personal action plan and team commitments



LEARNING JOURNEY

## 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

Workshop

Judge's feedback through the 3 lenses

 ${\it Category}\ {\it Management}\ {\it Fundamentals}$ 

### Day 2

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

Embedding

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

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

# Revenue Management for Customer Managers programme virtual

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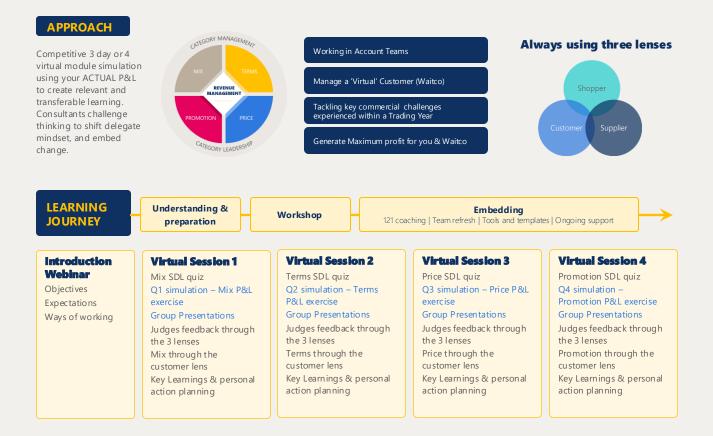
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