

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.

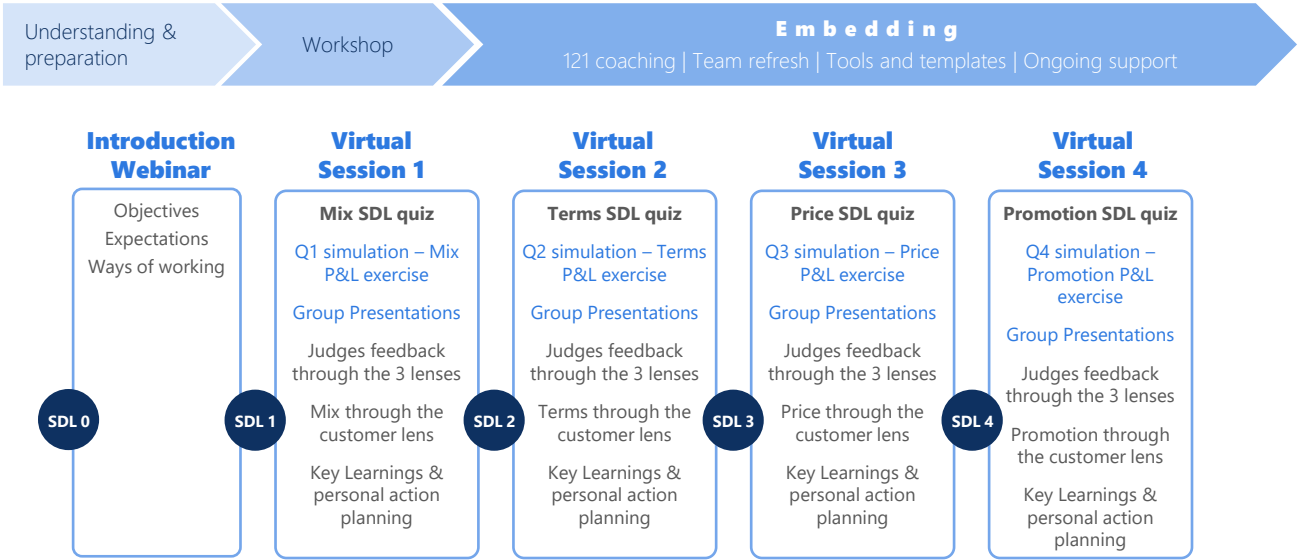


- Working in Account Teams
- Manage a 'Virtual' Customer (Waitco)
- Tackling key commercial challenges experienced within a Trading Year
- Generate Maximum profit for you & Waitco

Always using three lenses



LEARNING JOURNEY: Classroom delivery



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