

## 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

Understanding & preparation

Workshop

**Embedding**

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

#### Introduction Webinar

Objectives  
Expectations  
Ways of working

SDL 0

#### 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

SDL 1

#### 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

SDL 2

#### 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

SDL 3

#### 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

SDL 4

### 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