

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



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