

Course Title: RGM Basics for Sales Teams

Turn Data into Deals: Unlock Profitable Growth with Smarter Pricing, Promotion, and Retailer Conversations

Course Overview:

Sales teams today face the toughest retail environment in years—shrinking margins, shifting shopper behaviors, and retailer pressure to deliver more with less. This course equips CPG sales teams with the Revenue Growth Management (RGM) skills and tools they need to win at the shelf *and* with retailer partners.

Forget the theory. This is a hands-on, sales-forward training built to help teams:

- Understand **how pricing, trade, and mix impact revenue and profit**
 - Speak the language of **elasticity, ROI, and net sales value** with confidence
 - Run smarter, **data-backed promotional strategies**
 - Strengthening retailer partnerships with compelling business cases
 - Makes RGM easy...understand what you can do in your sales role to help support your RGM journey
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Why Attend?

- **Make your teams margin-minded:** Equip them with the tools to deliver more profitable growth, not just volume.
 - **Drive better retailer conversations:** Your team will learn how to lead with insight, not just deals.
 - **Turn insights into action:** Trainees Walk away with ready-to-use skills and exercises around pricing, promotion, and mix.
 - **Accelerate adoption of RGM:** This course bridges the gap between sales and RGM so both functions are collaborating and driving results together.
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Who Should Attend

- CPG Sales Leaders and Account Managers
- Revenue Growth Management Analysts

- Customer Strategy and Commercial Planning Teams
 - Anyone responsible for retailer-facing decisions that impact pricing, promotion, or mix
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Course Content includes

- **What is RGM** and why it matters now more than ever
 - Understand the fundamentals of pricing and how you can influence at retail
 - Forget the anniversary method of planning. Improve ROI, minimize inefficiency, and do hands-on exercises on how to sell a new promo strategy into retailers
 - **The art of mix management:** Sell smarter by managing pack size, innovation, and margin impacts through real-word examples
 - Learn by doing with exercises you can take to your next meeting
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Delivery Format

- **Live Virtual Training**
- Interactive modules with real-world examples, exercises, and tools
- ***EARN POI's RGM Sales Practitioner Badge***