

Course Title: Implementing RGM with Retailers

Drive Joint Value Through Smarter Pricing, Promotion, Mix, and Trade Execution

Course Overview: This course equips retailer-facing sales teams and commercial roles at CPG companies with the confidence, skills, and tools to apply Revenue Growth Management (RGM) principles in real conversations with their buyers.

Retailers are looking for partners who can deliver shopper value, category growth, and better ROI. Sales teams that understand price elasticity, promotion efficiency, and mix optimization are better positioned to build strategic plans that benefit both sides of the desk.

This is a hands-on training for those who want to:

- Shift from transactional selling to value-based planning
 - Lead pricing and promo discussions without exposing sensitive profitability
 - Build stronger, data-driven business cases with retailers
 - Use trade spend more efficiently and tie investment to performance
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Why Attend?

- **Talk the Talk:** Gain fluency in key RGM concepts such as price ladders, price curves, willingness to pay curves, promo effectiveness index (PEI) and more.
 - **Sell Smarter:** Learn how to frame RGM actions as category solutions retailers will support
 - **Do More with Less:** Make trade spend work harder through efficiency and pay-for-performance models
 - **Build Confidence:** Learn how to use RGM concepts in conversations even if you're not a numbers person
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Who Should Attend:

- CPG Account Managers, Sales Directors, and Retail-facing teams
- Category Managers especially those who are Category Captains/Vendor Partners

- Customer Marketing and Commercial Planning roles
 - Trade Strategy or RGM professionals seeking cross-functional adoption
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Course Content Includes:

1. RGM Fundamentals for Sales

Understand what RGM is, why it matters now, and how sales teams play a key role in bringing pricing, promo, and mix strategy to life with retailer partners.

2. Using Data to Build Better Retailer Conversations

Learn which data points matter most and how to turn them into compelling stories without exposing sensitive margins.

3. Smarter Pricing and Promo Strategies

Reframe pricing and promotion discussions to align with retailer goals using tools like price ladders, promo calendars, and pay-for-performance funding models.

4. Optimizing Assortment and Trade Investment

Make the case for SKU changes or trade reinvestment by showing how mix and spend choices impact category growth and retailer margin.

5. Overcoming Objections and Building Joint Plans

Gain strategies to handle common buyer pushbacks and use results from pilot programs and test markets to build trust and bigger bets.

Bonus Content:

- **How to Get More Comfortable with RGM**
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Delivery Format:

- Live virtual training
- Interactive discussion, real-world examples, and field-ready exercises

Certification:

- Earn the **POI RGM Customer Activation Badge** upon completion