
Strategic Revenue Management (Advanced)



4.5 Days Intensive Workshop
Maximum of 8 Delegates
Training by Industry Experts

Consulting | Training | Community

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Management
Institute ●●●

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OVERVIEW

The Strategic Revenue Management workshop targets seasoned professionals in revenue management seeking further skills enhancement. Through case studies, it merges classroom sessions with practical exercises, feedback loops and self-reflection. Delegates swiftly progress, acquiring practical skills and confidence relevant to their daily tasks. They get the opportunity to work through a roadmap to implementing these new skills within their organisations to drive positive outcomes.

KEY FEATURES

- 4.5-day residential workshop with a maximum of 8 delegate places for optimum learning.
- Delivered by an expert revenue management consultant with years of relevant commercial experience.
- Immersion in strategic revenue management principles, frameworks and tools for value creation.
- Real-world case studies including diagnostics, insights, implementation and results.

KEY FOCUS AREAS

- Defining Strategic Revenue Management and Value Creation.
- Strategic Brand Positioning and unlocking Full Willingness to Pay
- The art of pricing to capture value.
- How packaging, pack sizes and pack impressions are effective levers to create value.
- Flow of goods, value and profit.
- Full End to End Value Chain Assessment.
- Promotional Management.
- Trading Partner Incentives

THIS PROGRAM IS FOR YOU IF:

- You are a category, brand, finance or sales manager with existing revenue management skills.
- You want to develop expert proficiency in revenue management and effectively communicate the array of globally recognised best practices, tools, insights, and methodologies accessible in this field.