



Certificate in Distribution Professional Management: Session 2 Agenda: Generating and Managing Growth

Day 1 8:30-12:00	<ul style="list-style-type: none"> • Distribution Growth Dimensions • Generating Growth Framework • 9 Growth Strategies and 5 Growth Drivers
Day 1 1:00-5:00	<ul style="list-style-type: none"> • Generate Growth – LEVERAGE • Generate Growth – PENETRATE
Day 2 8:00-12:00	<ul style="list-style-type: none"> • Generate Growth – BROADEN • Generate Growth – ADD and REACH OUT
Day 2 1:00-5:00	<ul style="list-style-type: none"> • Generate Growth – EXPAND and BUILD • Generate Growth – INNOVATE • Generate Growth – DIVERSIFY
Day 3 8:00-12:00	<ul style="list-style-type: none"> • Managing Growth Framework • Economic Drivers
Day 3 1:00-5:00	<ul style="list-style-type: none"> • Resource Drivers • Pricing Optimization Framework • 5 Key Pricing Drivers
Day 4 8:00-12:00	<ul style="list-style-type: none"> • Pricing Strategy by MARKET SEGMENT • Pricing Strategy by CUSTOMER and INVENTORY type
Day 4 1:00-5:00	<ul style="list-style-type: none"> • Customer Item Visibility • Pricing Rules and Roadmap
Day 5 8:00-12:00	<ul style="list-style-type: none"> • Key Action Items and Implementation Roadmap • Conclusion: Questions and Discussion