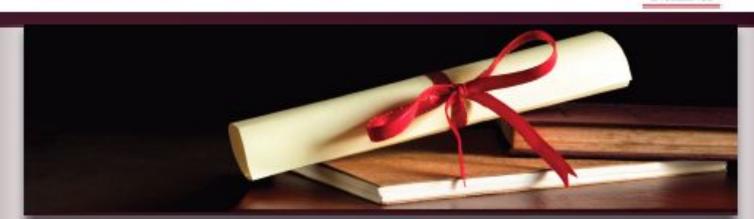


THOMAS & JOAN READ CENTER FOR DISTRIBUTION RESEARCH & EDUCATION TEXAS ARM ENGINEERING EXPERIMENT STATION

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DISTRIBUTION
EXCELLENCE



Certificate in Distribution Professional Management: Session 3 Agenda: Generating and Managing Growth

Additional Info: readcenterinfo@tamu.edu / https://readcenter.tamu.edu Register: naw.org/events/naw-certificate-in-distribution-professional-management/

Day 1 8:30-12:00	Distribution Growth Dimensions Generating Growth Framework 9 Growth Strategies and 5 Growth Drivers
Day 1 1:00-5:00	Generate Growth – LEVERAGE Generate Growth – PENETRATE
Day 2 8:00-12:00	Generate Growth – BROADEN Generate Growth – ADD and REACH OUT
Day 2 1:00-5:00	Generate Growth – EXPAND and BUILD Generate Growth – INNOVATE Generate Growth – DIVERSIFY Generate Growth – DIVERSIFY
Day 3 8:00-12:00	Managing Growth Framework Economic Drivers
Day 3 1:00-5:00	Resource Drivers Pricing Optimization Framework S Key Pricing Drivers
Day 4 8:00-12:00	Pricing Strategy by MARKET SEGMENT Pricing Strategy by CUSTOMER and INVENTORY type
Day 4 1:00-5:00	Customer Item Visibility & Pricing Rules and Roadmap Key Action Items and Implementation Roadmap Conclusion: Questions and Discussion