



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

*Additional Info: [readcenterinfo@tam.u.edu](mailto:readcenterinfo@tam.u.edu) / <https://readcenter.tamu.edu> Register: [naw.org/events/naw-certificate-in-distribution-professional-management/](http://naw.org/events/naw-certificate-in-distribution-professional-management/)*

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