



Category Management Knowledge Group

Building Pricing and Promotion Skills

This program develops skills in the areas of pricing and promotion, including retail strategies and some common ways to analyze each of these important tactics.



INDIVIDUAL PURCHASE

\$198.00 USD

BUY NOW

TEAM PURCHASE

Minimum of 5 people
required for bulk pricing

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QUESTIONS?

Check out our website.

CMKG.ORG

Upgrade Your Skills

Learn How Pricing and Promotion Drive Profits.

Pricing and promotion are important tactics that have a significant impact on volume and profit in a category. In order to make the best recommendations or decisions for pricing and promotion, you need to understand strategy, data and analytics associated with each of them, ultimately driving volume and profit. The skills you develop in this program will result in more fact-based pricing and promotion decisions (and potential increased sales and profit) that align to overall Retailer strategies.

Understand and Apply Statistics and Strategies.

Your program starts with a course on pricing that will help you understand the most common retail pricing strategies, how retail prices are set, and how new items are priced. This is followed by covering some advanced pricing analytic techniques including breakeven point, correlation and price regression, ABC and slope. The next course is on promotion, where you'll learn about promotional strategies for the retailer, including promotion planning and execution. Next, you'll learn about the variables that can affect the outcome of a promotion. Finally, you'll learn how to analyze promotion using calculations like lift, subsidy, incremental sales, correlation analysis, pantry loading, cannibalization and ROI.

next
PROGRAM CURRICULUM >>



Program Curriculum

Pricing Strategies and Analysis

Techniques Intermediate Accredited Category Management Training Course

Participants will spend Part 1 of this course reviewing retailer strategies that relate to pricing, including price setting definitions, and price rules for the retailer. This includes details on how prices are set, including promotional and new product pricing, based on things like gross margin % or markup %, MSRP, competitive pricing and psychological pricing strategies. The second half of the course captures a variety of advanced pricing analytic techniques, including breakeven point, correlation and price regression, activity based costing and slope. Participants learn many different techniques used to assess retailer pricing.

Promotion Analysis Techniques

Intermediate Accredited Category Management Training Course

Promotion is a key driver of incremental sales, as well as a point of differentiation for retailers. In this course, participants learn what promotion means for retailers, from both a marketing perspective, as well as a promotion/flyer program perspective. They will learn how retailer promotion planning and execution is completed, and the things that can impact the outcome of a promotion. Promotional assessment is completed, including looking at the incrementality of the promotion, promotional price, ad space and positioning, display support, seasonality and competition. Calculations include lift factor, subsidized sales, incremental sales, correlation and regression analysis, pantry loading, cannibalization, return on investment, and breakeven point.



Get Back to the Basics to Improve Promotion Effectiveness

Here's a resource to help you understand the basics of promotion.

Excerpt from **BLOG.CMKG.ORG**

Best Practices • Industry Updates • Resources • Thought Leadership

Progressive Grocer ran an article on “[How Ineffective Promotions Are Dragging Down Top Consumer Packaged Goods Brands](#)”. According to this article, the top 100 consumer packaged goods brands saw sales and market slip significantly over the past year, losing significant market share to smaller brands and store brands. Inefficient trade promotion is cited as the key reason for this loss. Another core reason is that many companies fall short of their potential because they attempt to deploy advanced promotions without having a solid understanding of the basics.

Historically, Retailers have relied on Vendors' marketing plans to drive consumers, in search of national brands, into the store. Retailer's focus has changed over the past decade, including more emphasis on their own private label brands, and use of their retail stores as marketing media tools. The shift is a result of Shopper marketing.

The roles and approaches of the Retailer and Vendor need to also change because of:

- changes in traditional media and consumers,
- the strength of private label brands, and
- the Retailer's unique Shoppers.

Change can only begin with a solid understanding of the basics of promotion – including strategies and analytics for both Retailers and Vendors.

This is only an example of the type of training you will receive in this skill development program!

CMKG
Train Ahead.

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Which Skill Development Program is best for your needs?

www.cmkg.org/category-management-skill-development-programs