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Don Scholl, President and CEO, J.K. Briggs Company

"Today’s competitive environment requires that management make better data-driven decisions. Sales and Marketing Optimization will map for you the process to make better, informed decisions. We can no longer afford to treat the sales process as an art; it requires a structured approach and this publication will provide you with the tools to accomplish that in your organization."

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"Given the complexity of pricing, the Texas A&M Pricing Optimization program has gone a long way to specifying all the relevant elements and more importantly, putting them in terms that can be quantified and managed. A&M can help you understand the variables and the math of distribution pricing. Don't get on the phone without them."

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This program is designed to help distributors achieve competitiveness in the New Normal. The program combines Global Supply Chain Lab's past four research consortiums over the last decade. These research efforts exclusively focused on distributors across 25 lines of trade. The research efforts generated a diverse set of best practices that focus on key competencies. These competencies are distilled and packed into this three-day executive session. If you are planning to set your firm on a sustainable profitable growth journey while sharpening competitive advantage in your marketplace, this program provides you a blueprint to achieve the same. If you are not planning to grow your firm above-average industry growth, this program can still be of value. The program is designed to help distributors achieve competitiveness in the New Normal. The program combines Global Supply Chain Lab's past four research consortiums over the last decade. These research efforts exclusively focused on distributors across 25 lines of trade. The research efforts generated a diverse set of best practices that focus on key competencies. These competencies are distilled and packed into this three-day executive session. If you are planning to set your firm on a sustainable profitable growth journey while sharpening competitive advantage in your marketplace, this program provides you a blueprint to achieve the same. If you are not planning to grow your firm above-average industry growth, this program can still be of value.

**PROGRAM OVERVIEW**

The program has three parts that focus on sustainable, profitable growth:

**Achieving Competitive Growth**
- How to generate growth while building competitive advantage?

**Managing Competitive Growth**
- How to manage profitability while growing?

**Sustaining Competitive Growth**
- How to sustain growth while sharpening competitive advantage?

All three sections start with motivation and analytics behind each best practice. Each section will explore the best practices in detail with the help of visual aids (a detailed map/framework linking critical components of best practices to shareholder value and customer service). Team-based group exercises are conducted throughout the program to make learning more effective. At the end of each section, a self-assessment workbook will be provided to all participants. The attendees, using the workbook, will assess their firm against best practices and identify two action items that will help them build growth-oriented capabilities.

At this program, you will receive a comprehensive process assessment workbook, best practices booklet, and framework maps (6 maps).

**GROWTH DIMENSIONS**

- **SUSTAINING GROWTH**
- **MANAGING GROWTH**
- **Financial Drivers**
- **Growth Processes**
- **Metrics**

**AGENDA**

**DAY 1**

**ACHIEVING COMPETITIVE GROWTH** - How to generate growth while achieving competitive advantage?

- **Generating Growth Opportunities**
  - Growth Framework
  - Growth Drivers and Strategies
  - Growth Mechanisms

- **Building Competitive Advantage**
  - Sales and Marketing Strategy
  - Market Segmentation
  - Target Market Selection
  - Competitive Value Proposition

**DAY 2**

**MANAGING COMPETITIVE GROWTH** - How to manage profitability while growing?

- **Optimizing Distributor Profitability**
  - Business Process Framework
  - Financial Framework
  - Optimizing Profitability – The Five-Step Methodology
  - Double EBITDA and Triple RONA

- **Sales and Marketing Processes**
  - Customer Stratification
  - Sales Force Design, Development and Management
  - Marketing Communications

**DAY 3**

**SUSTAINING COMPETITIVE GROWTH** - How to sustain growth while sharpening competitive advantage?

- **Sustaining and Growing Margins – Pricing Optimization**
  - Primary Drivers – What are the key variables that should drive a pricing decision?
  - Analytics – How to analyze each variable?
  - Optimization – Developing and building pricing rules
  - Execution – Roadmap for success

- **Sustaining Growth – How to sustain profitable growth against strategic risk?**
  - Growth Barriers
  - Blind spots – Opportunity & Capability
  - Risk Management
  - Competitive Value Proposition

**WHO SHOULD ATTEND?**

- Executive and Senior Management
- High Potential Candidates for Management
- Strategic Managers
- Regional Profit Center Heads
- Business Development Managers

**REGISTRATION**

- [www.nawpubs.org](http://www.nawpubs.org)
- [www.naw.org/crdbp](http://www.naw.org/crdbp)
- [http://supplychain.tamu.edu](http://supplychain.tamu.edu)

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**“The information is organized very well, supported by robust research specifically on the distribution industry, presented in an easily digestible manner, and linked to real-world examples to help convert concepts into actionable items.”**

David A. Larson, Vice President–Operations, DW Distribution Inc.

**“We are impressed with the material and its potential impact on our profitability. Truly informative and education for the times.”**

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The Program Has Three Parts That Focus on Sustainable, Profitable Growth:

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REGISTRATION FORM

Executive Session
on Distributor
Competitive Advantage

Creating Competitive Advantage Through Education

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