

Integrated Trade Promotion and Deduction Management

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McKinsey, the global consultant, says that Revenue Growth Management (RGM) is "the discipline of driving sustainable, profitable growth from a consumer base using a range of strategies around assortment, promotions, trade management, and pricing." Although this idea is familiar, many companies are rethinking their approach to a more dynamic strategy, including revised processes and better software to manage trade deals, customer billbacks, and settlements, broadly referred to as Trade Promotion Management (TPM).

Consumer packaged goods (CPG) companies use RGM-TPM to coordinate the efforts of finance, product, marketing, logistics and sales teams to maximize product sales through different customer channels. CPG companies use these marketing and promotional strategies to sell products through online stores and brick-and-mortar locations. These programs include...

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John Metzger is Chairman of Smyyth & Carixa, which provides advanced Carixa™ accounts receivable automation and expert services for accounts receivable, including deduction management, to help clients achieve extraordinary productivity, cash flow, and profits. Previously John was CEO of Creditek, an AR and Deduction Management BPO industry leader, with a team of 1,000 specialists in consumer technology, pharma, and CPG. Earlier experience includes managing a turn-around consultancy, and prior positions including EVP of Global Operations, Director of Distribution, and Director of Credit.