



Cost Price Increase Training Program

Empowering Suppliers to Recover Costs & Protect Margins

Why This Program Matters

THE CHALLENGE

Commodity prices remain volatile – recent global geopolitical events have had a significant impact on fuel, resin, fertilizers and other oil-linked commodities. Suppliers need to recover these increases to continue investing in their brands, manufacturing innovation and their people.

It has become progressively harder to move wholesale and retail prices. Retailers have made it ever harder for suppliers to recover legitimate cost increases.

Program Agenda

A full-day intensive program covering every stage of the CPI process — from setting up your position to closing the negotiation.

01

Retailer CPI Strategies

Understand how retailers are approaching CPI submissions from suppliers and anticipate their tactics.

02

Setting Up Your CPI

Define the optimum recovery position considering consumer, shopper, competitor, category, commodities and your bottom line.

03

Communicating to Trade

Learn how to best structure and present your CPI position for maximum impact.

04

Managing the Dialogue

Build the strength of your CPI argument through effective communication between supplier and retailer.

05

Leveraging the Grocery Code

Use the Grocery Code of Conduct as a strategic tool in your toolkit when negotiations get tough.

06

Negotiating the End Game

Get the CPI over the line without sacrificing a portion of your hard-earned cost recovery.

7+

Years of CPI Expertise

400+

CPIs Successfully Delivered

4

Retail Channels Covered

POST-PROGRAM SUPPORT INCLUDED

Following the full-day training program, the NextGen Group team are on hand to help pressure-test your CPI position before you submit it to the trade — helping you get it right and setting you up for success.

PROGRAM INVESTMENT

\$12,000

Excl. GST and travel. Full-day program + one full day of post-program support.

DELIVERED ACROSS

- ◆ Grocery Retail
- ◆ Pharmacy
- ◆ Liquor
- ◆ Hardware