

REVENUE GROWTH STRATEGY

Start Date:	27/07/2026	End Date:	31/07/2026
Categories:	Management	Venues:	Madrid
Formats:	In Person	Instructors:	

OVERVIEW

This course provides participants with actionable frameworks and tools to design, lead, and implement effective revenue growth strategies. Through a combination of case studies, strategy labs, and simulations, participants will learn how to identify untapped revenue streams, optimize pricing models, and align cross-functional efforts to drive top-line performance.

OBJECTIVES

By the end of this course, participants will be able to:

- Analyze revenue drivers and performance data.
- Design targeted growth strategies across customer segments.
- Optimize product, pricing, and promotional strategies.
- Coordinate cross-departmental initiatives for growth.
- Track KPIs and adjust strategies based on market signals.

COURSE OUTLINE

1- Revenue Strategy Fundamentals and Drivers
2- Market Segmentation and Growth Opportunities
3- Pricing Strategies and Monetization Models
4- Sales & Marketing Alignment for Growth
5- Growth Simulation and Strategy Review

TARGET AUDIENCE

All Supervisory Levels, Strategy officers, sales managers, commercial leaders, marketing heads, and finance professionals involved in revenue planning and execution.

METHODOLOGY

Strategy labs, real company case studies, business simulations, team activities, and coaching sessions.

CONCLUSION

Participants will complete the course with a ready-to-apply revenue growth plan tailored to their business context, along with a toolkit for tracking, adjusting, and optimizing strategic execution.

DAILY AGENDA

Day 1: Foundations of Revenue Growth Strategy

Explore revenue streams, business model alignment, and fundamental frameworks for sustainable growth.

Day 2: Segmenting Markets and Targeting Growth

Identify customer segments, assess market potential, and tailor growth initiatives accordingly.

Day 3: Pricing and Monetization Models

Dive deep into value-based pricing, bundling, discounting tactics, and recurring revenue models.

Day 4: Aligning Functions: Sales, Marketing & Product

Map inter-departmental collaboration strategies for unified go-to-market execution.

Day 5: Simulation & Strategy Refinement

Run a live case simulation and finalize your organization-specific growth strategy blueprint.

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