

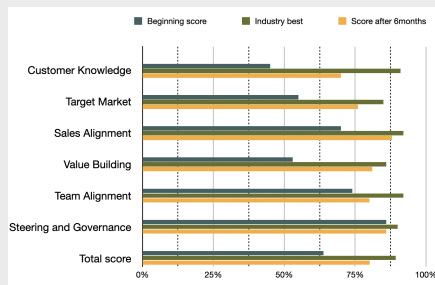
COMMERCIAL EXCELLENCE

A holistic program to sustainably accelerate business growth

The CE score

The commercial excellence assessment is a survey consisting of 7 questions for each of the six pillars of commercial excellence in a self rating format.

The outcome (see example below) shows a “score” (the CE score) which can be used in multiple ways.



The score provides a good view on what participants think about the business, current initiatives, results and areas for improvement. A more detailed analysis could also reveal how far team members are apart from each other, or in other words are not on the same page. As part of the workshops we offer (can be completely virtual), we will define a weighting of all six pillars and prioritize improvement activities and programs.

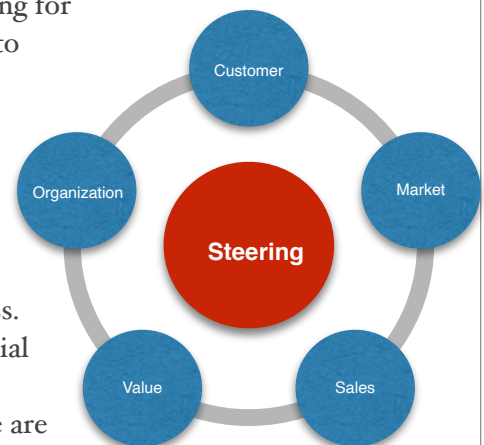
We can also provide benchmarks against industry or best in class in order to gain some additional insights.

What is commercial excellence?

“...Commercial Excellence is a mindset and a philosophy an organization can adopt to holistically define its target customers and plan the delivery of its value proposition to them, supported by excellence in commercial execution...it can turn into a program which goes beyond being good at sales...”

We have researched and analyzed over 300 companies in order to find out common denominators for longer term success. There were 6 categories (see image below) in which the very successful companies excelled.

Those categories became the pillars of our commercial excellence model. Probably no company excels in all categories all the time, however the best ones are striving for excellence with a commitment to continuously improve.



We have created a commercial excellence assessment (see left) which provides the baseline for measuring progress with a repeatable and authentic process. Engaging in and with Commercial Excellence does not mean long winded and costly activities. We are after helping you with smaller wins,

lower hanging fruits and activities which can be conducted mostly virtual and are suited for the current pandemic working environment. We have already successfully completed some Commercial Excellence Assessments and defined CE programs during the pandemic in mostly virtual settings, enabling clients to drive improvements even in those unprecedented times. Please contact us directly to learn more or to receive your free commercial excellence assessment link.

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