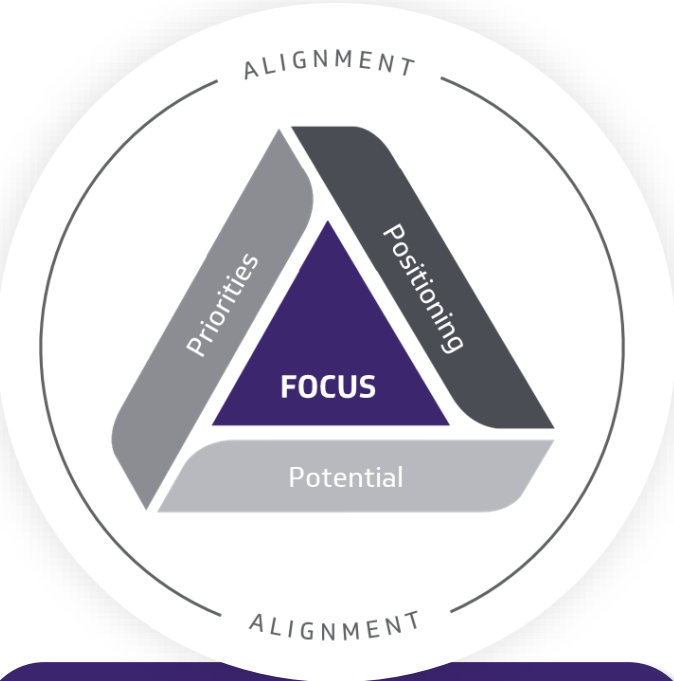


GTM STRATEGY & FOCUS



STRATEGY

Improve your commercial strategy and align commercial goals to the context of your strategy, market, operational reality and culture. Quantify the market opportunity and refine your positioning and value proposition.

Focus	Maturity Score (1 low 4 high)	Key Improvement	Key Benefit	Next Immediate Action
Potential	We go beyond the gut to what the data says.			
Priorities	We have an Ideal Client Profile that is right for right now and understood across the commercial team.			
Positioning	We are distinct and differentiated when viewed against our competitors.			

ENABLEMENT & INSPIRATION



ENABLEMENT

Create the plans, structure and processes needed to underpin success - and the leadership capability to inspire peak performance.

Inspire	Maturity Score (1 low 4 high)	Key Improvement	Key Benefit	Next Immediate Action
Planning <p>Our leaders know the way and can show the way; they have a plan that links growth goals to activities.</p>				
Process <p>Our leaders provide clarity on who does what, when and how to help accelerate and scale.</p>				
People <p>We have the right people in the right roles.</p>				

EFFECTIVENESS & HABITS



EFFECTIVENESS

Build the capabilities and motivation to execute.

Establish the commercial KPIs, dashboards and reporting to support the development of the habits needed in your commercial teams.

Inspire	Maturity Score (1 low 4 high)	Key Improvement	Key Benefit	Next Immediate Action
Platforms <p>Our platforms are aligned to processes and provide the real-time data insights that we need.</p>				
Skills <p>We develop the skills and capabilities that our teams need to execute our strategy.</p>				
Mindset <p>We develop a customer-focused, value-focused and proactive mindset in our people.</p>				

PROFITABLE GROWTH



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Andy Laws
SBR Consultant

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