

P FRAMEWORK FOR COMMERCIAL EXCELLENCE

P Framework Questions		Maturity scoring (1-4)
PRIORITIES	Are we clear and aligned on our GTM priorities, objectives, and goals?	
PLANNING	Are we clear on how we will deliver our commercial goals and objectives?	
POSITIONING	Do we have the right proposition to the right audience based on a clear understanding of the customer journey?	
PEOPLE	Do we have the right people in the right roles executing in the right way?	
PROCESS	Are clear on who is doing what, when and how?	
PLATFORMS	Do we have the ability to automate, measure and optimise across the end-to-end journey?	
PERFORMANCE	Are we on track to achieve our ambition?	

ACTION PLAN

P	Key improvement	Expected customer benefit	Expected commercial impact	Next immediate action

P FRAMEWORK ACTION PLANNING

P	Key improvement	Expected customer benefit	Expected commercial impact	Next immediate action
PRIORITIES				
PLANNING				
POSITIONING				
PEOPLE				
PROCESS				
PLATFORMS				
PERFORMANCE				