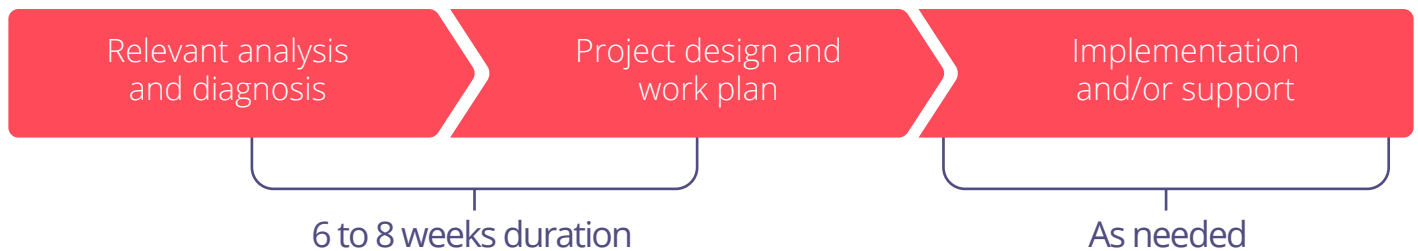


Growth target: Optimize strategy and commercial efficiency

It is done to improve commercial capabilities and profitable and sustainable sales growth.

Methodology:



Scope

Input analysis

Vision management, results and data analysis.

Business, products, process, equipment and market approach.

Focused on these 5 critical variables of commercial success

1. Opportunity and the market clarity, commercial strategy and marketing value proposition.
2. Business communication tools and planning.
3. Work team alignment: training and motivation.
4. Internal customer impact.



Let's talk!

✉ lina.gomez@impakta.com.co