Impakta

Growth target: Optimize strategy and commercial efficiency

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

Methodology:

Relevant analysis and diagnosis → Project design and work plan → Implementation and/or support

6 to 8 weeks duration

As needed

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 costumer impact.

Let´s talk!

lina.gomez@impakta.com.co