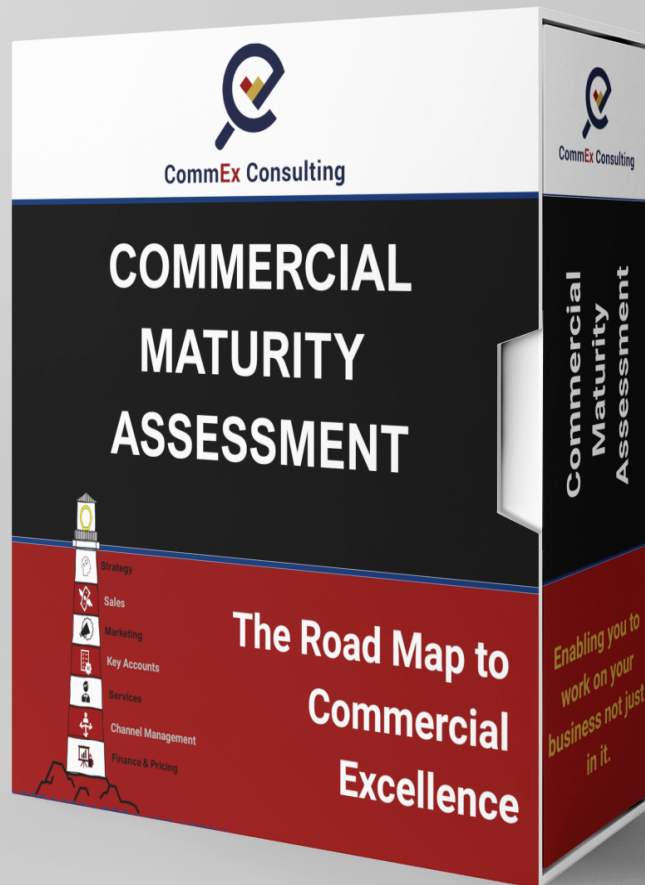




COMMEX CONSULTING (CXC)

COMMERCIAL MATURITY ASSESSMENT

YOUR ROAD-MAP TO COMMERCIAL EXCELLENCE

Commercial Excellence Principles that show you what to prioritize and resource.

Big 4 thinking to accelerate Small and Medium Enterprises.



ABOUT COMMEX CONSULTING (CXC)

CommEx was formed in 2020 to help small to medium businesses improve their commercial areas through commercial excellence principles. Our philosophy is that you should not have to afford millions for a big 4

consulting company to compete in today's world. Hence we've developed the Commercial Maturity Assessment to enable companies to diagnose their own businesses for a fraction of the cost. CommEx is also here to help

COMMERCIAL MATURITY ASSESSMENT

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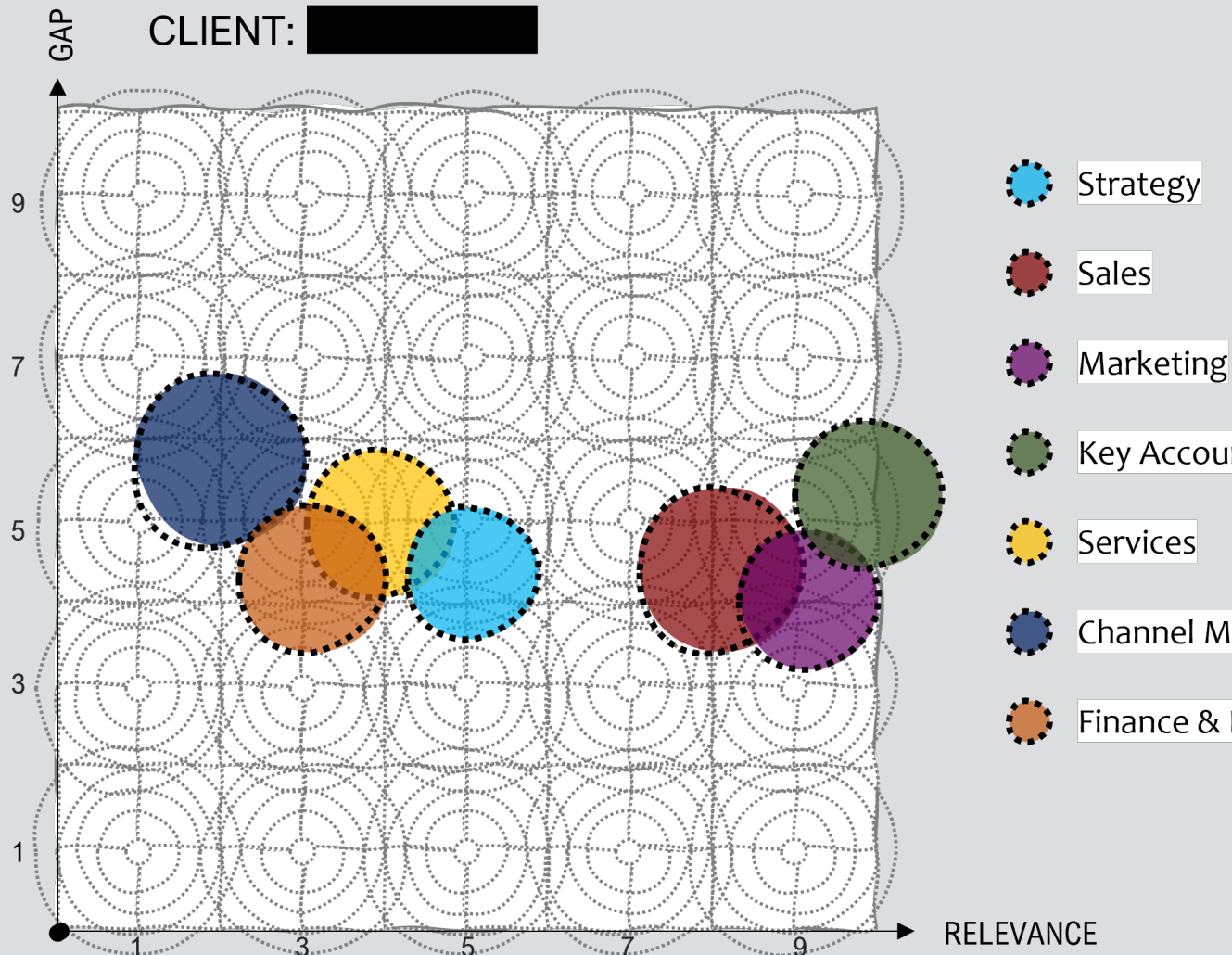
with design and implementation of improvement programs should our partners want assistance. you there. It's the same if you don't know where you are now.

The old saying is if you don't know where your going any road will take

Commercial Excellence Plot

OVERVIEW

CLIENT: [REDACTED]



COMMERCIAL MATURITY ASSESSMENT

A Commercial Maturity Assessment is a process to assess the maturity of your systems and processes within the Commercial areas of your business. It's an invaluable report to know the current status of the business. When

combined with a Financial Statements review Fact Book it can guide the business to accelerating commercial excellence. Leading to increase Top line and bottom line growth.

COMMERCIAL MATURITY ASSESSMENT

The Assessment looks at Strategy, Sales, Marketing, Key Accounts, Services, Channel Management and Financial enablers and pricing processes to give a holistic view of the business.

“I thought that the Process is very comprehensive and a valuable business analysis tool, especially for those SME companies that cannot afford Business consultants fees.”

Dr Terrance Hart CSO Geistlich

“I found it to be incredibly comprehensive and I particularly appreciate how it incorporates various strategic selling with perspectives concepts. There were many new notions for me”
Betty Petrillo Head Commercial Performance Italy bioMerieux.

nts

anagement

Pricing

THE PROCESS

THE 4 STAGES

The Commercial Maturity Assessment (CMA) is a 4 stage process.:

1. Scoping and Kickoff
2. Data Collection
3. Diagnosis and Data Analysis
4. Implications incites and opportunities.



FACT BOOK GENERATION

Analysis of 3 years of financial data to generate a overview of the company. Where data is available in the sector this can be compared to competitor information.



SURVEY AND INTERVIEWS

A number of Surveys and interviews with key executives is used to generate the AS IS (Now) Ideal (Future) and Relevance (Importance) lenses. This enable s a assessment of each of the commercial areas of the business.

WHY A CMA

USAGES FOR A CMA

RAPID CEO & NED ON-BOARDING

BENCHMARKING

STRAT PLANNING PREP

BEFORE AND AFTER SNAPSHOT

DATA COLLECTION

THE 3 LENSES

To deep dive into each section of Commercial Excellence we utilize a unique 3 lens approach.

Each survey question/statement is considered through three critical lenses:

The “AS IS,” the “Ideal,” and the “Importance / Relevance / Weighting

AS IS:

The “AS IS” lens prompts you to honestly evaluate your current state—where you stand today.

IDEAL:

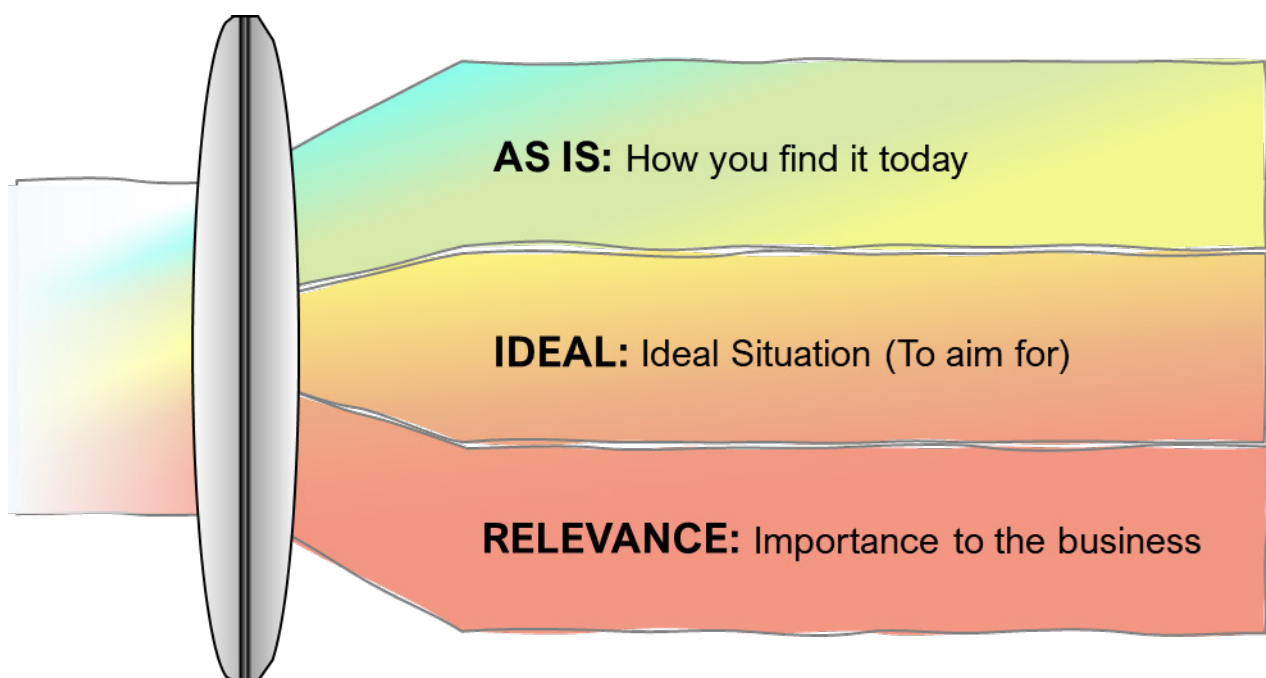
The “Ideal” lens encourages you to define your ambitions—where you realistically aspire to be, given your resources and priorities. Recognizing that achieving a perfect “10 out

of 10” in every area isn’t always feasible or necessary, this lens focuses on identifying the most impactful areas for improvement.

RELEVANCE:

Finally, the “Importance / Relevance / Weighting for your organization” As that is a bit too wordy lets just call it importance. But it’s important to consider all 3.

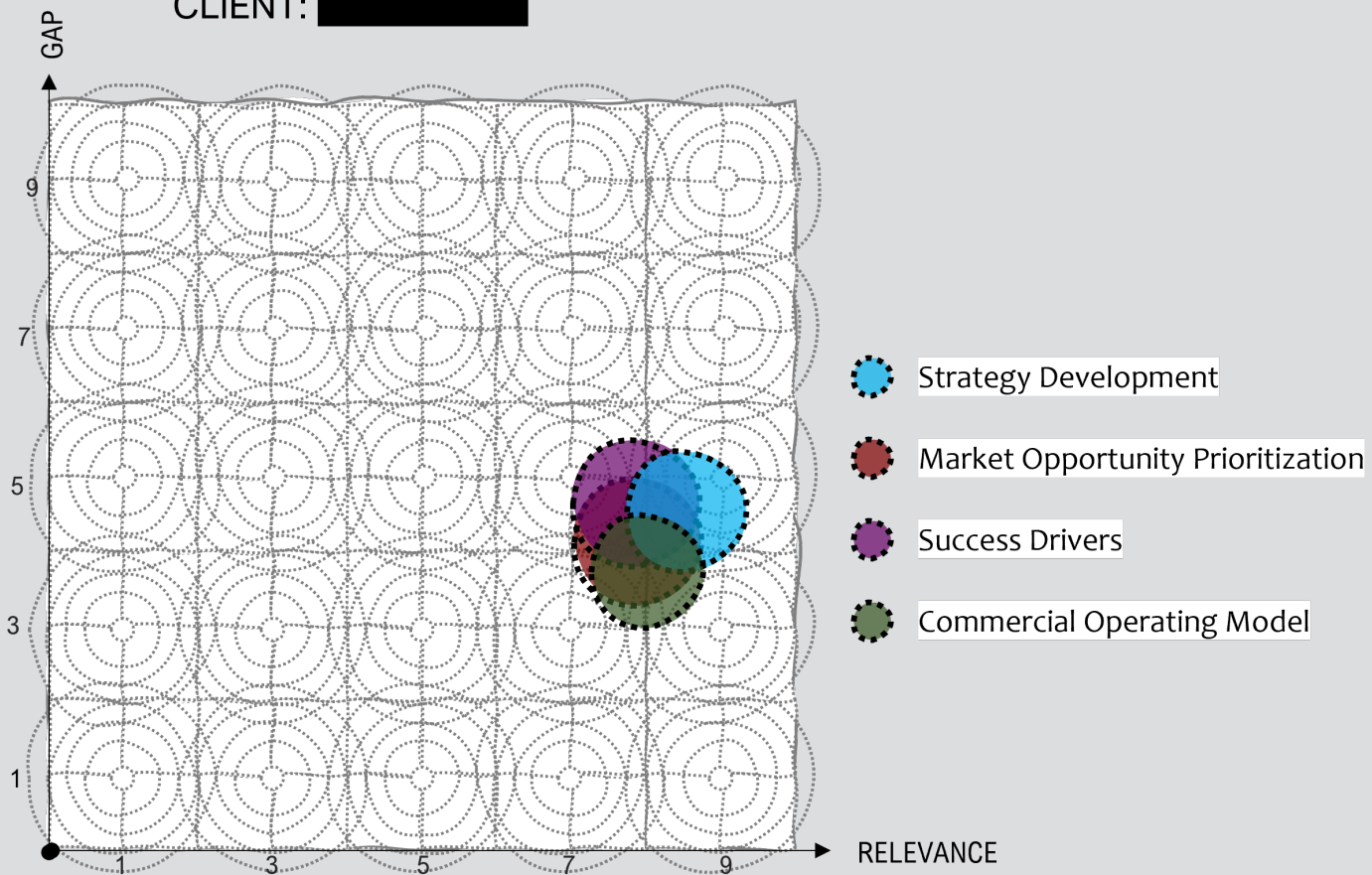
How important the aspect is to the business, How Relevant the area is for the business and what weighting you would put on addressing any issues you discover in that area.



Commercial Excellence Plot

STRATEGY

CLIENT: [REDACTED]



STRATEGY

Are you steering your ship through foggy waters, or do you have a clear view of your destination? In today's rapidly evolving business landscape, having a well-defined strategic direction isn't just an advantage—it's a

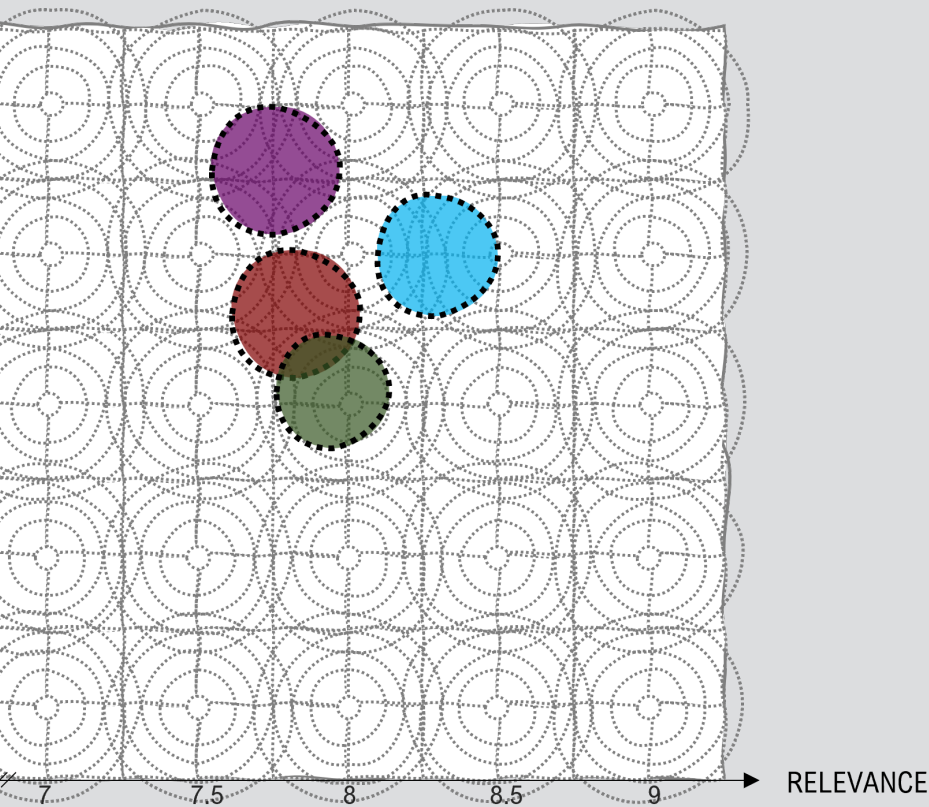
necessity. This chapter challenges you to make a critical examination of the alignment between your company's vision and its day-to-day operations.

In the Strategy Section we look at

Commercial Excellence Plot

STRATEGY (ZOOMED)

CLIENT: [REDACTED]



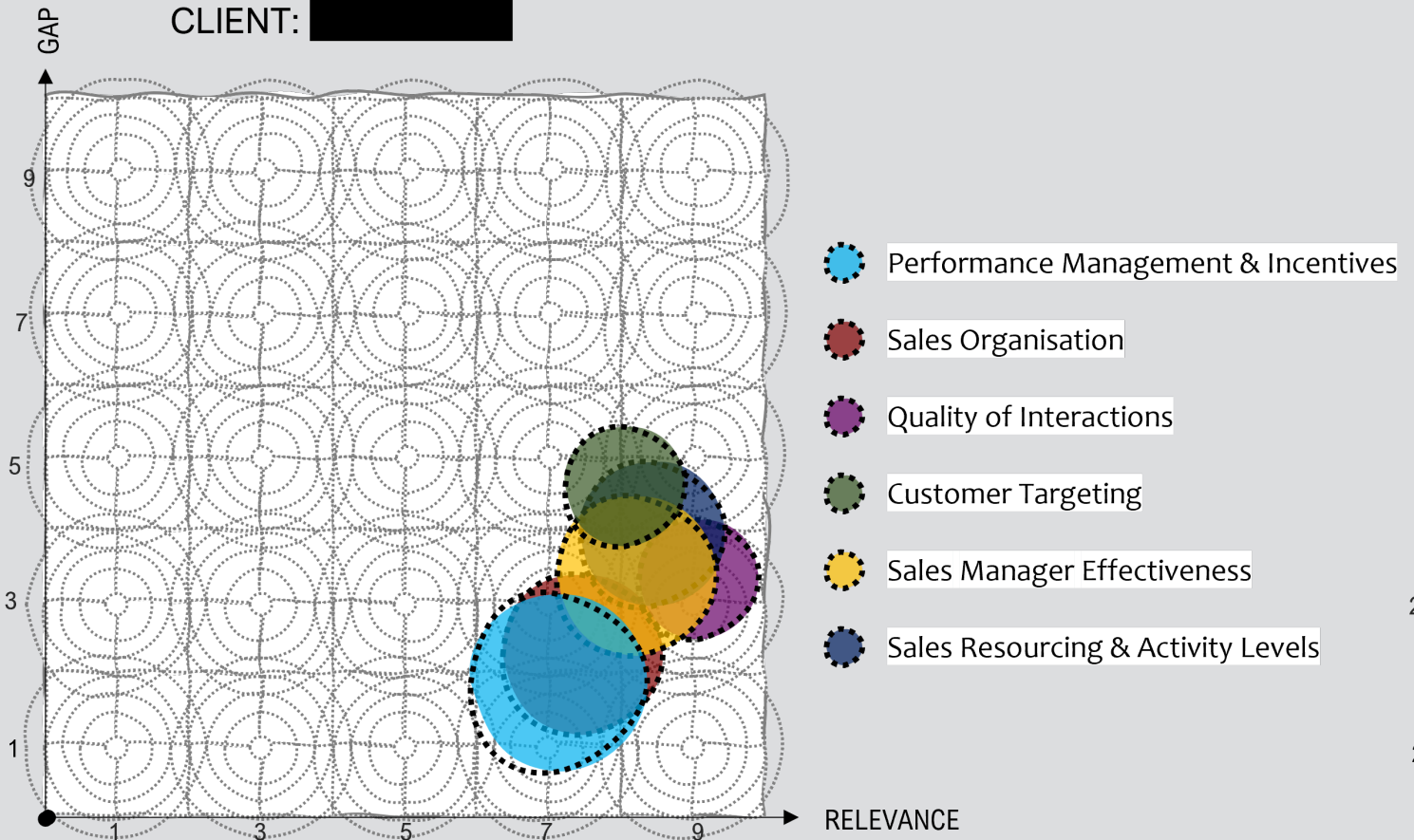
how strategy is developed, How market Opportunities are prioritized and selected. What are the Success Drivers and what is the go to market or Commercial Operating Model of the company. In the Commercial

Excellence Plot above we can see an extract from the strategy section of their report.

Commercial Excellence Plot

SALES

CLIENT: [REDACTED]



SALES

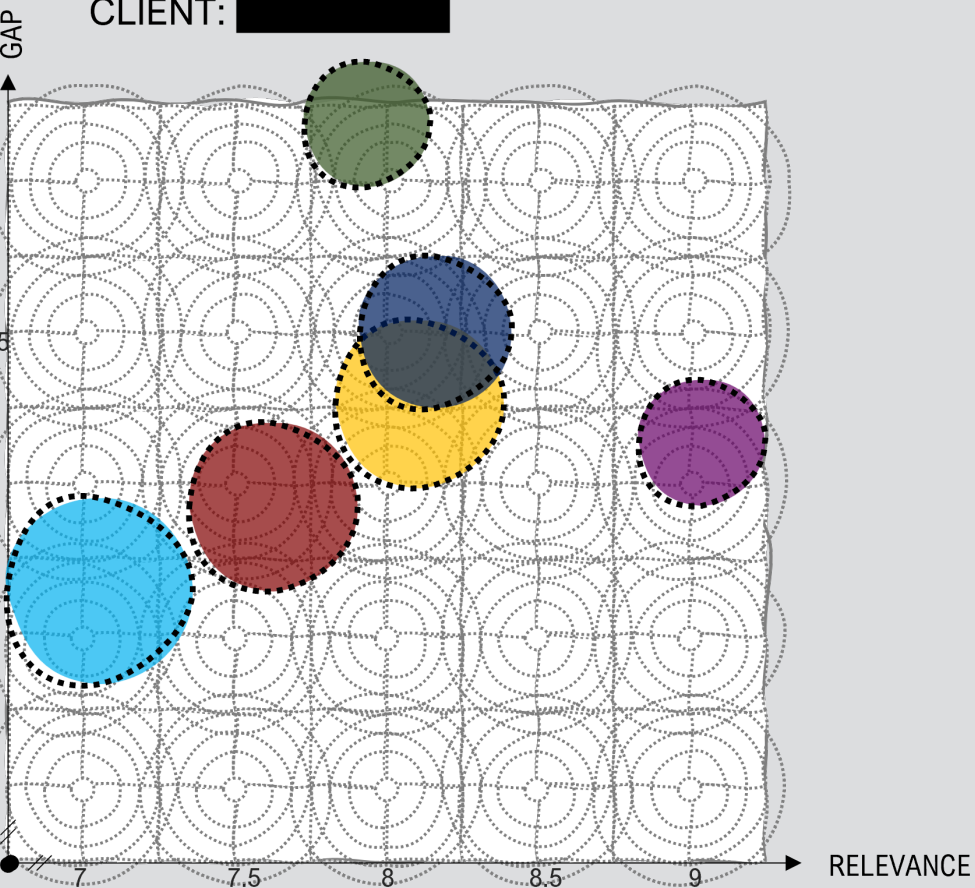
Is your sales team a well-oiled machine, or are they struggling to keep pace with market demands? In today's hyper-competitive business environment, a robust sales strategy isn't just about closing deals—it's

about creating value at every customer touch-point. A CMA will examine your Sales organization the quality and quantity of the interactions, your customer targeting systems, how well your sales management, manages

Commercial Excellence Plot

SALES (ZOOMED)

CLIENT: [REDACTED]



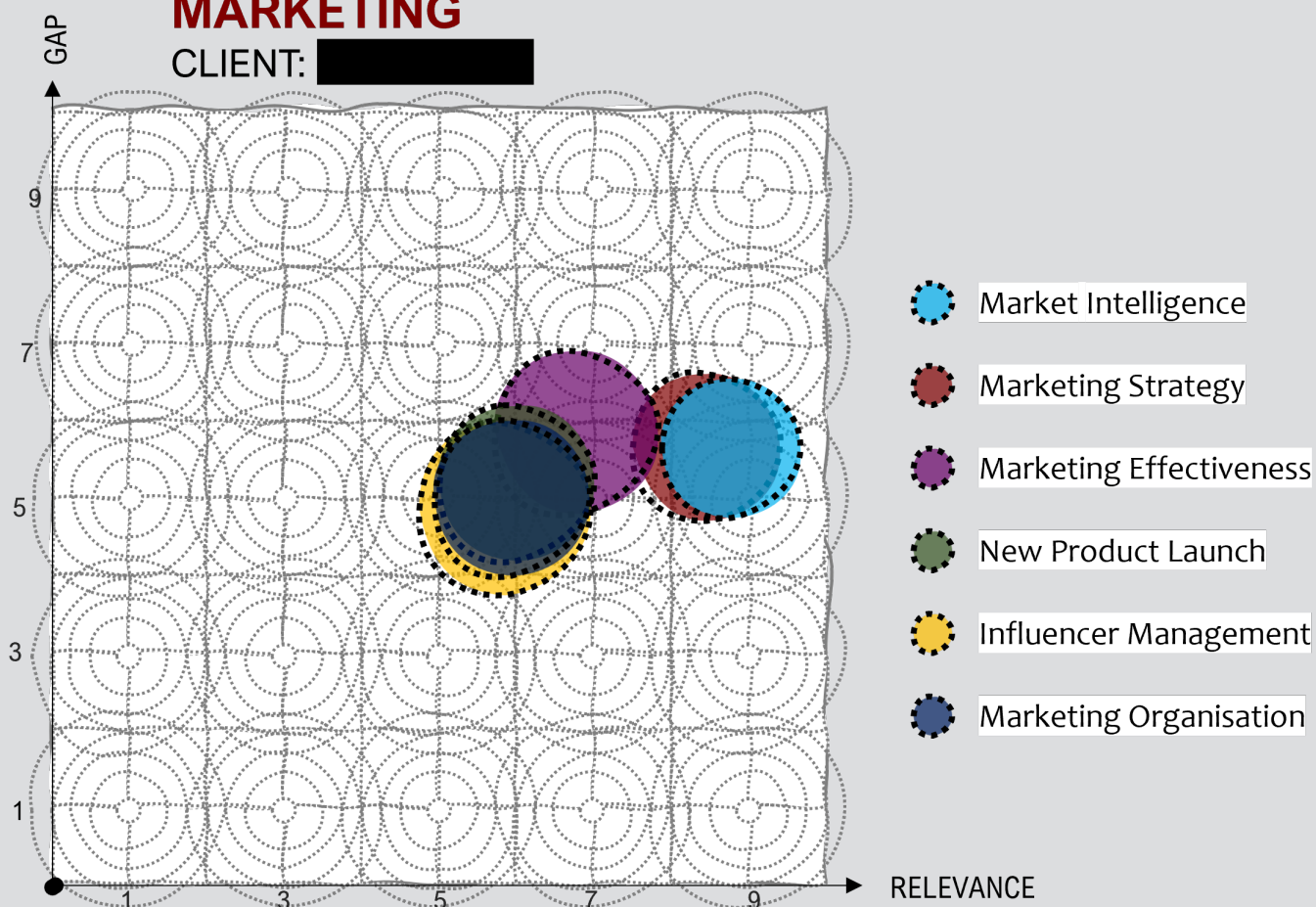
COMMERCIAL MATURITY ASSESSMENT

the process, and the incentive plans to incentive sales reps to over achieve today. Each of these areas can have a out-sized impact upon budget and revenue generation performance.

Commercial Excellence Plot

MARKETING

CLIENT: [REDACTED]



MARKETING

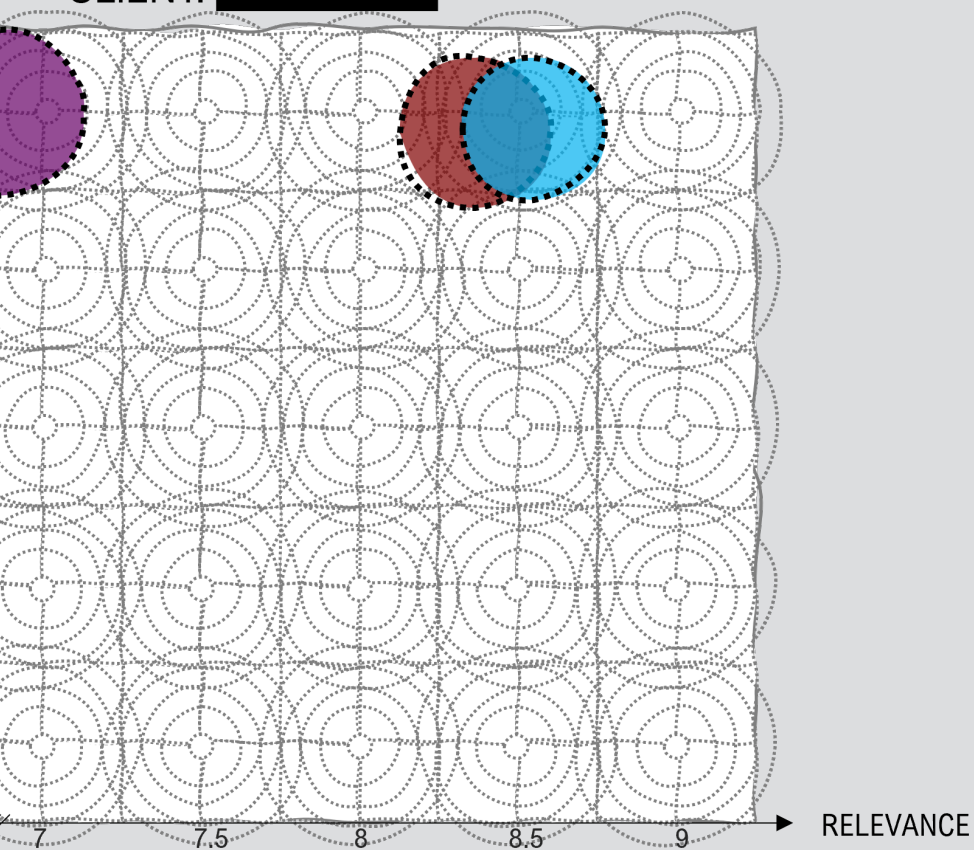
Are your marketing efforts a beacon of brilliance or a dim flicker in a crowded marketplace? In today's digital age, effective marketing isn't just about broadcasting your message—it's about creating meaningful connections

with your target audience. In the marketing section we will look at how the organization collects its market intelligence, the strategy it's chosen to create awareness, interest and desire in the market place, how it handles

Commercial Excellence Plot

MARKETING (ZOOMED)

CLIENT: [REDACTED]

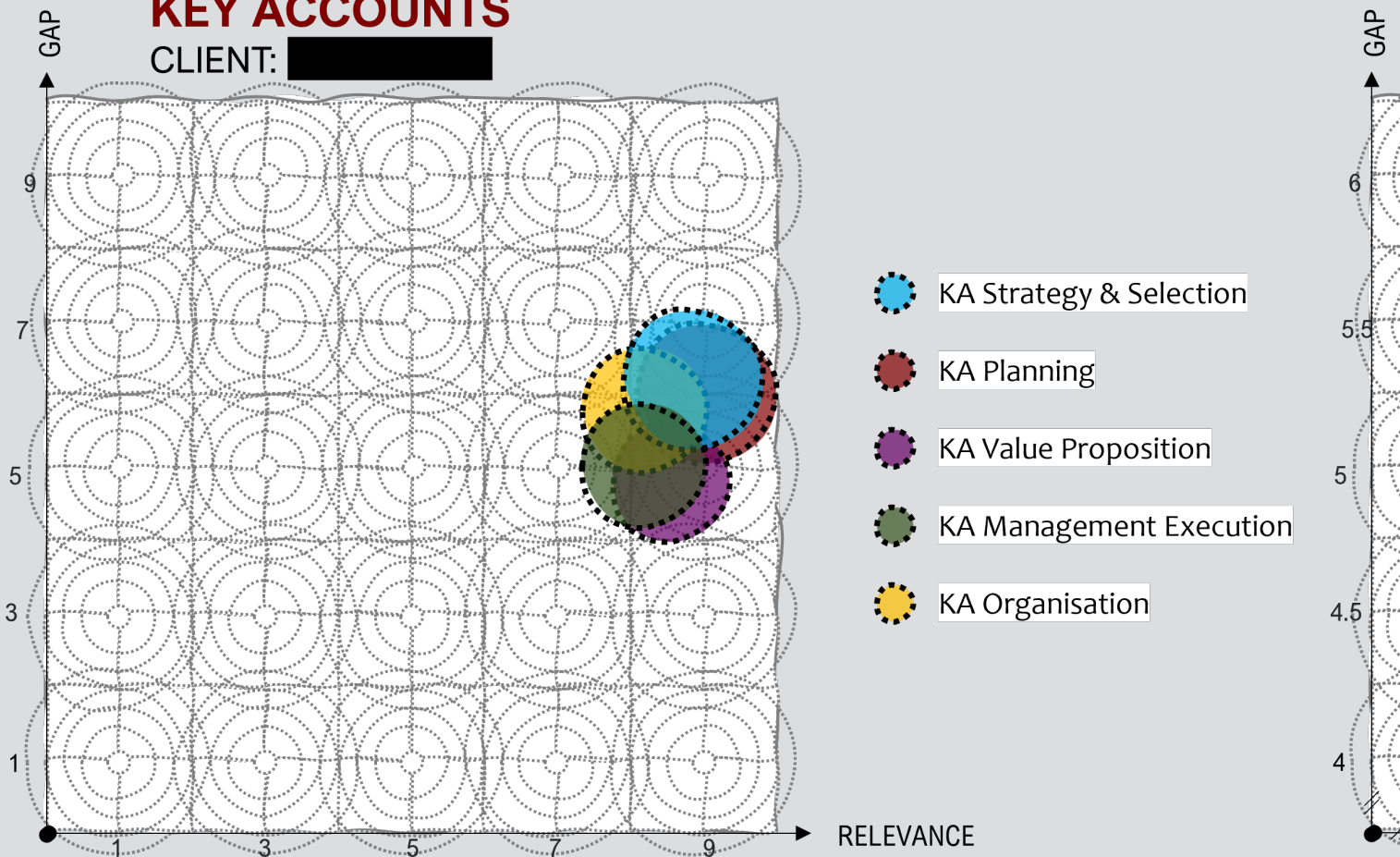


COMMERCIAL
MATURITY
ASSESSMENT

new products and engages with and
manages influencer's.

Commercial Excellence Plot KEY ACCOUNTS

CLIENT: [REDACTED]



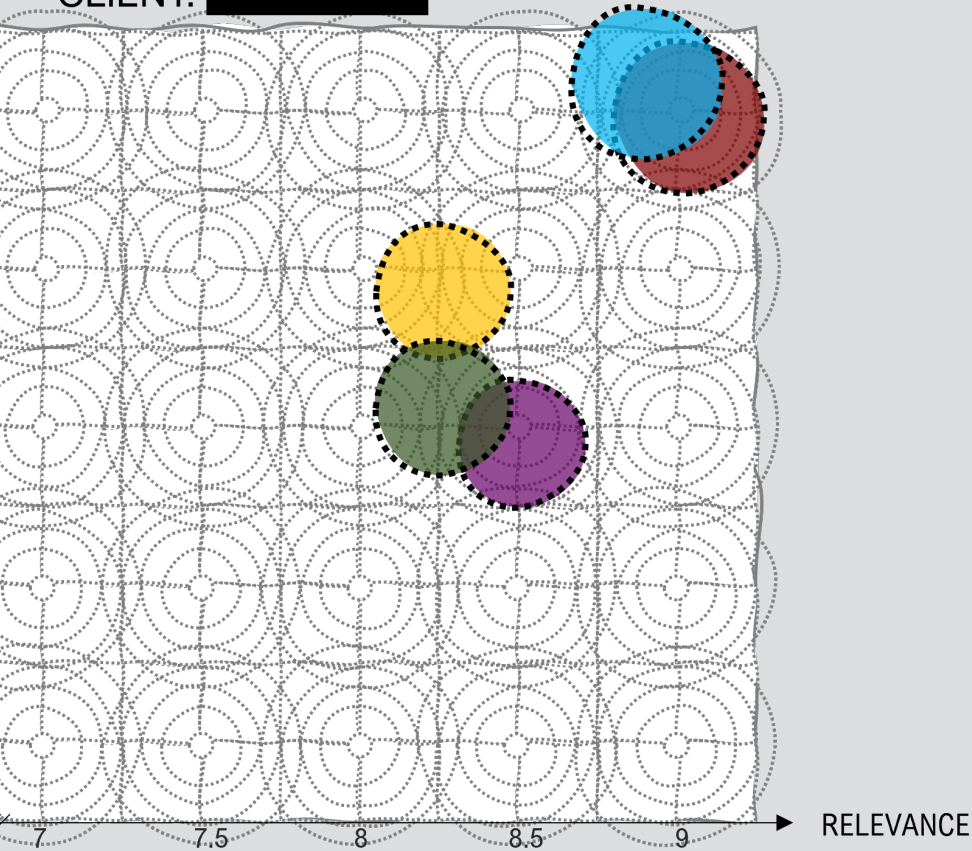
KEY ACCOUNTS

Are your most valuable clients receiving the VIP treatment they deserve, or are they just another entry in your database? In today's relationship-driven business world, strategic key account management

is not a luxury—it's a necessity for sustainable growth. Key accounts are more than just important customers; it's about mutual buy in and resource allocations. This area we explore how the organization selects its key

Commercial Excellence Plot
KEY ACCOUNTS (ZOOMED)

CLIENT: [REDACTED]

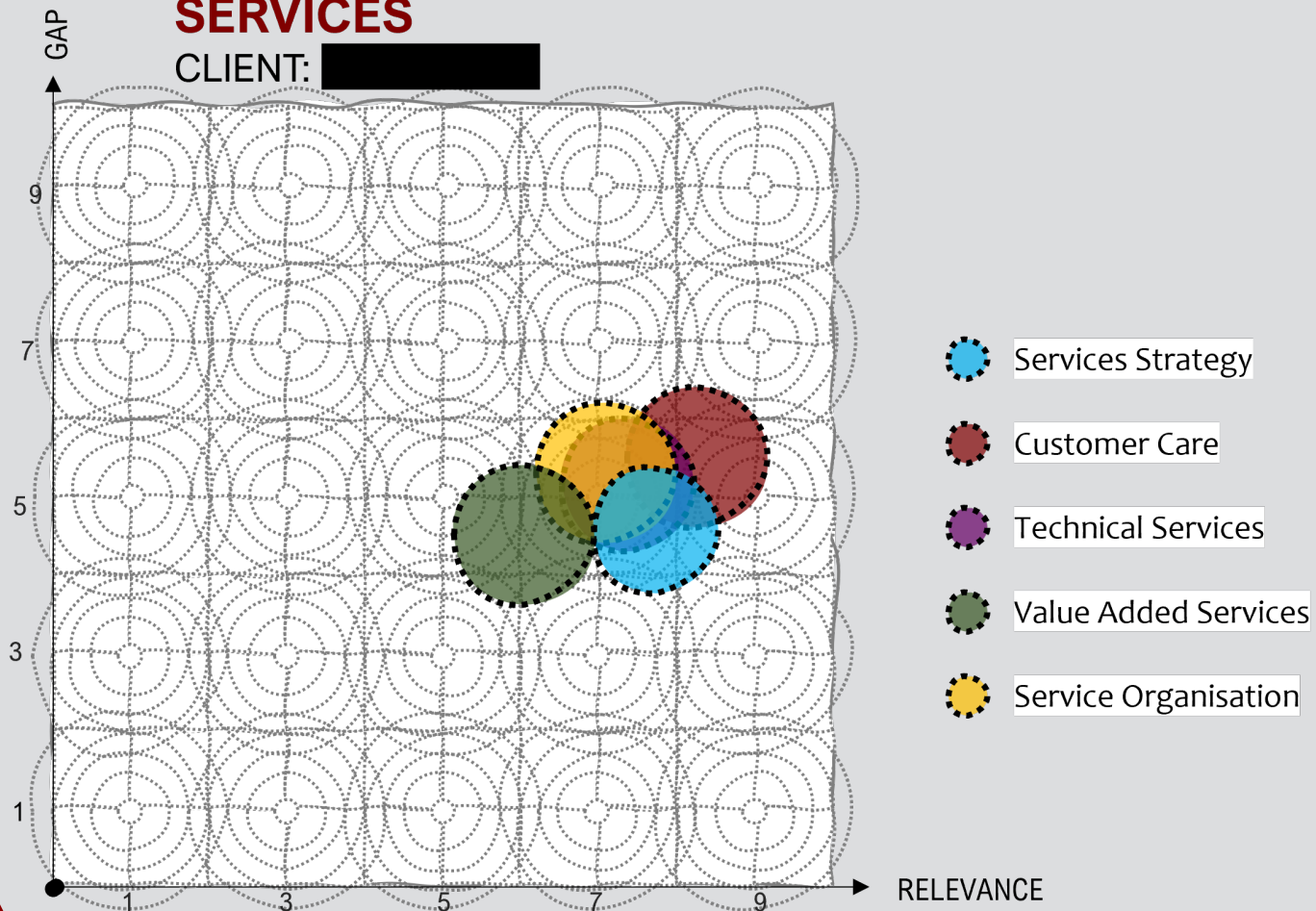


COMMERCIAL
MATURITY
ASSESSMENT

account, what the strategy is for a key account program, What the value proposition if for the key account and how the organization executives against their plans and manages those accounts.

Commercial Excellence Plot SERVICES

CLIENT: [REDACTED]



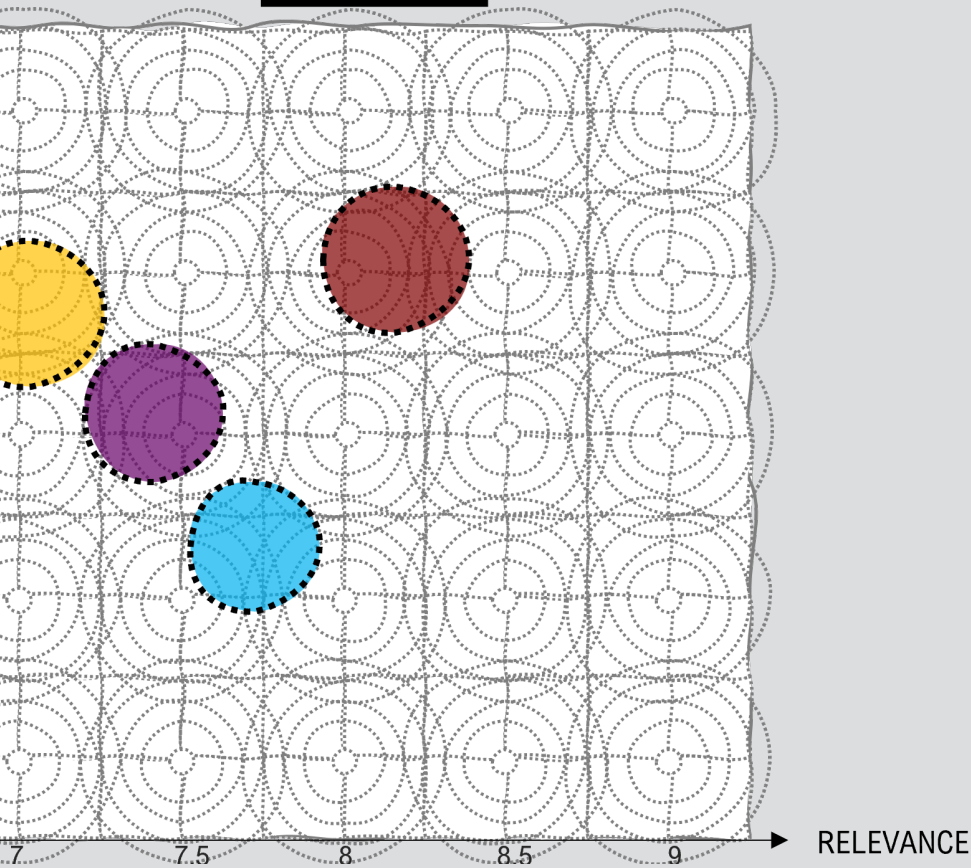
SERVICES

Are your services a source of customer delight or a necessary evil? In today's experience-driven economy, exceptional service isn't just about fixing problems—it's about creating advocates for your brand. In this

section we look into what service offerings the business has, How it creates and builds customer loyalty and how it differentiates it's self from the competition through it's service offering. To do this we examine Service

Commercial Excellence Plot
SERVICES (ZOOMED)

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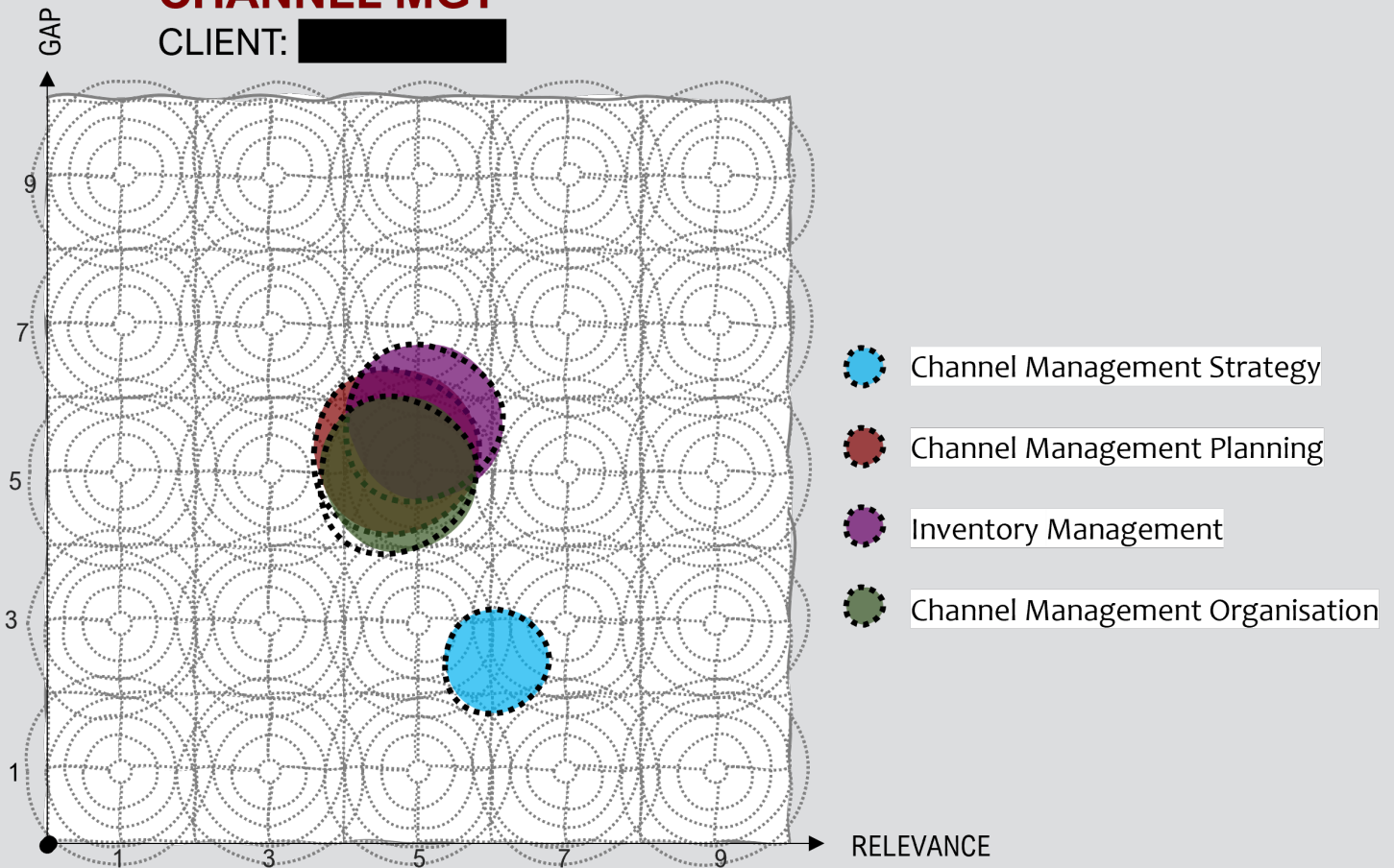


strategy, customer care, technical and value added serves.

Commercial Excellence Plot

CHANNEL MGT

CLIENT: [REDACTED]



CHANNEL MANAGEMENT

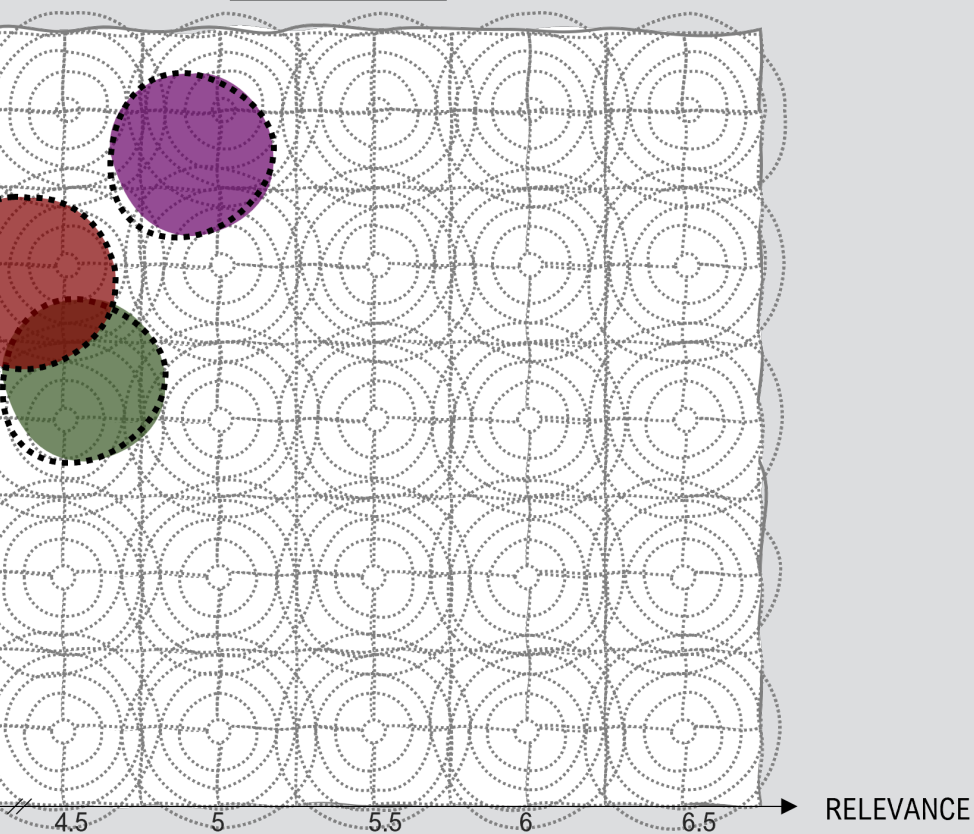
Are your distribution channels a well-oiled machine or a tangled web of inefficiencies? In today's global marketplace, effective channel management isn't just about moving products—it's about creating seamless

pathways for your customers. In this section we examine your go to market strategy, Partner relationships and distribution networks. To ensure your truly optimizing you channels to their maximum reach and profitability. We

Commercial Excellence Plot

CHANNEL MGT (ZOOMED)

CLIENT: [REDACTED]



COMMERCIAL MATURITY ASSESSMENT

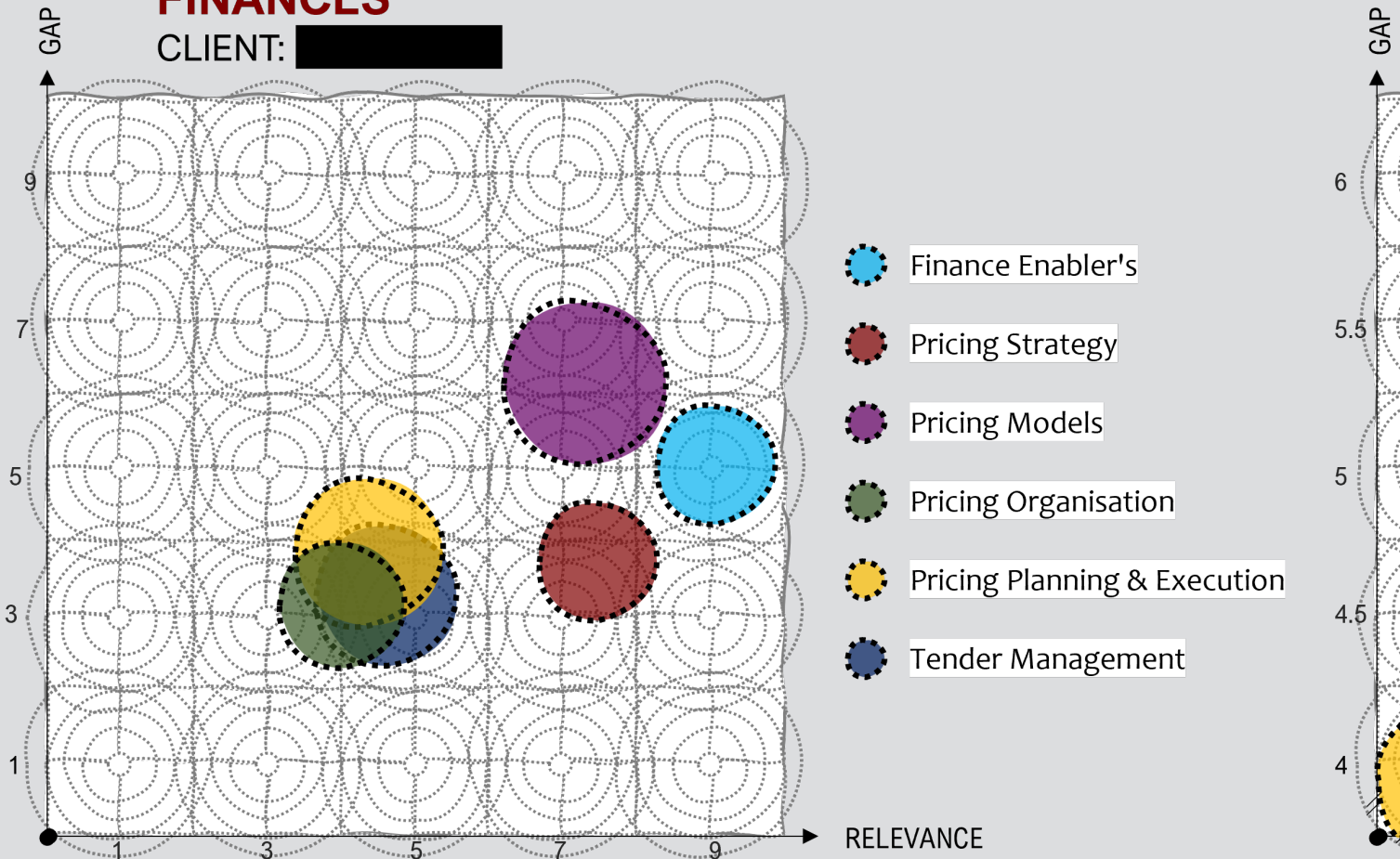
examine the organizations channel management strategy, Channel management planning, How stock and inventory is rightsized, and the structures and governance of the partners for the company. This is often

a forgotten aspect of growth potential for a business.

Commercial Excellence Plot

FINANCES

CLIENT: [REDACTED]



FINANCES & PRICING

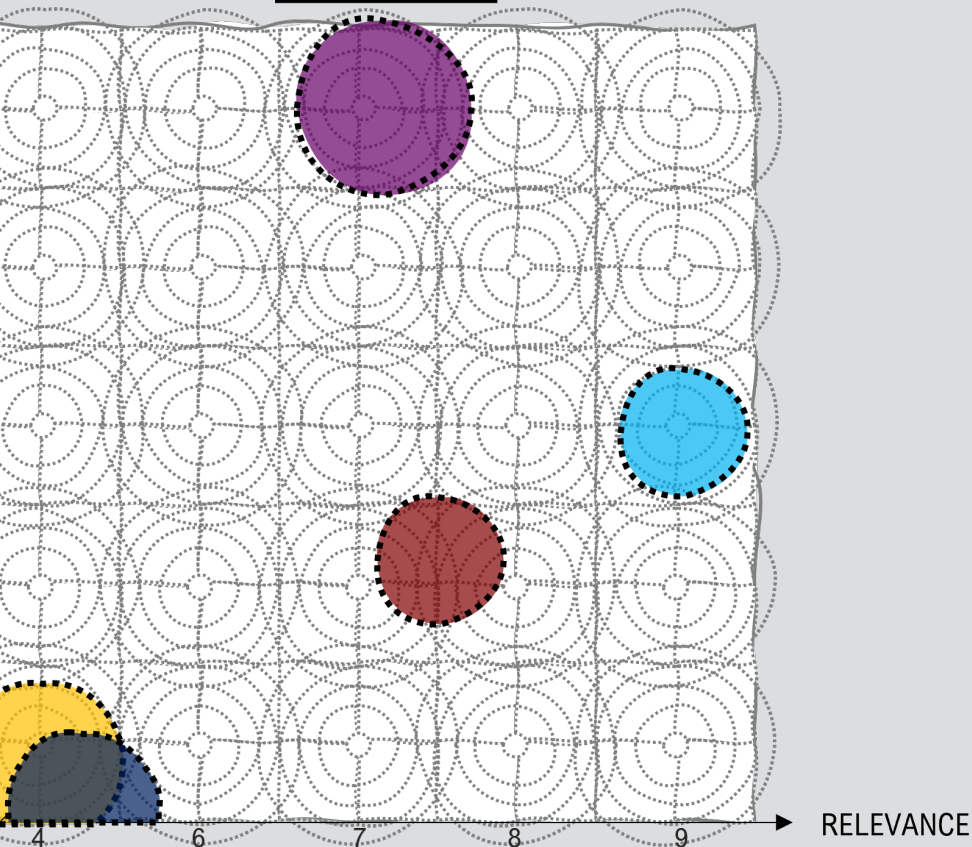
Are your financial strategies driving growth or merely keeping the lights on? In today's volatile economic landscape, effective financial management and pricing strategies aren't just about balancing the

books—they're about creating a sustainable competitive advantage. In any Commercial Excellence program the first step in having financial reporting that supports the process and enables the impact of changes

Commercial Excellence Plot

FINANCES (ZOOMED)

CLIENT: [REDACTED]



to be assessed. In this area we deep dive into financial reporting systems, Pricing strategy, Pricing Models, Pricing planning processes, and how the business handles tenders. Having robust systems to accurately predict

Margins by product by customer and by segment empowers Sales and Marketing targeting systems to drive Revenue growth whilst simultaneously driving increasing profitability.



Comm**Ex** Consulting

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MNC STRATEGY FOR SME'S

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