

CGWA Commercial Excellence Tool Kit

Tool Kit includes:

- ❖ Tool for setting right targeting criteria per territory, and identifying top key accounts
- ❖ Comprehensive Account Profiling Tool
- ❖ Account Planning Tool for both 90 day and longer term
- ❖ Sales Call Checklist—pre, post, and during
- ❖ Tool for identifying "tradables™" for both sides of a negotiation