

Sales and Marketing Leadership Workshops & Tools

CGWA has a proven process for helping Commercial functions identify, implement, and measure what it takes to get better results in the marketplace. This process gets great reviews in every company that uses it. Features of how we do what we do include:

- ❖ Inclusion of all Senior Management imperatives and initiatives
- ❖ Dedicated field time with the best commercial resources—sales and marketing—to determine best practices, and what it takes to successfully coach those best practices
- ❖ Workshops that ensure buy-in to all success criteria, measures-metrics, and tools
- ❖ Working with the team, development of real time commercial execution tools for use in the field (account profiles, field visit tools, sales representative and manager assessment tools, etc.)