

Commercial Sales and Marketing Alignment Workshops & Tools

CGWA has long believed—and acted on—the premise that the highest ROI successful companies can achieve on commercial execution comes from investing at the Regional Sales Manager/Director and Marketing Product/Program Manager/Director levels.

Our work in this area starts with a current state/desired state assessment of your commercial team against our **World Class Commercial Team™** model. We then work with you to close performance gaps with customized solutions to:

- ❖ Ensure 100% planning and execution alignment on all marketing strategies and sales plans (to the territory manager level)
- ❖ Create a clear definition of “Region Manager Success Criteria” and tools that support those criteria
- ❖ Develop Sales Representative tools that represent “Best Commercial Practices” for your company