

07. Commercial Roadmap

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From Prospect to Sales

Added Value

Commercial Roadmap consists in translating Strategic aspirations at granular level to make them actionable for the Sales teams:

- The Commercial Roadmap translates strategic objectives to concrete sales targets such as volume, revenue or contribution margin
- Each target is defined at a granular level relevant for your business (e.g., product, geography, customer, end-use) to make it actionable for the Sales teams

The Commercial Roadmap exercise aims at providing concrete benefits to improve the way you work:

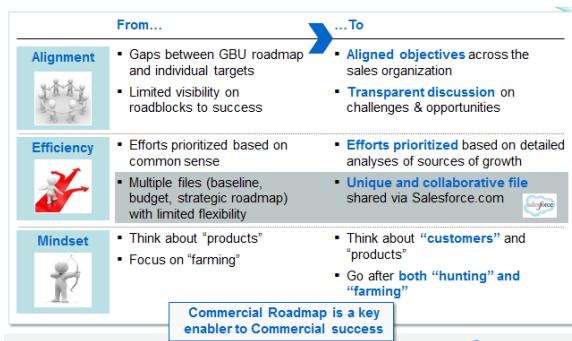


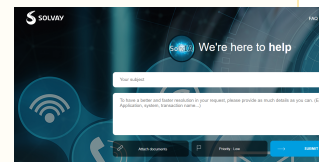
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you can copy users with email address, default priority is Low, then Submit. We advise you to put keywords in subject to ease dispatching to correct Agent : CRM - Complaint for example

What you need to know to start...

The Commercial Roadmap process in Salesforce will have 5 main steps:

