

zzz [OBSOLETE] P10. Commercial Roadmap

Presentation

The workstream commercial roadmap is part of 'Sales Strategy', one of the levers of the Commercial Excellence toolbox. The aim of the commercial roadmap is to align objectives across the sales organization: strategic aspirations are translated at a granular level (e.g., geography, end-use, product, customer) to make them actionable for the salesforce.

Training Materials

(No docs on Commercial Roadmap)

Definitions & Objectives

The commercial roadmap process allows to verify the coherence between "bottom-up targets" (set by the sales reps) and high-level targets (set by top management), for the time horizon of the Strategic Roadmap.

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Process Overview

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