

# COMMERCIAL EXCELLENCE JUMPSTART

*Accelerate Growth & Sales Performance*

*Build a High-Performing Commercial Culture*

*Deliver Lasting Impact & Competitive Advantage*



## COMMERCIAL EXCELLENCE JUMPSTART ROADMAP

WEEKS	DESCRIPTION (Focus Areas / Deliverables)
1	<b>Jumpstart Alignment &amp; Kickoff:</b> Kickoff and alignment on objectives, Executive Champion Orientation (ECO), KPI definition for Jumpstart scorecard, connecting business and sales strategy, and identifying critical gaps and burning platforms.
2	<b>Foundational Assessment &amp; Strategy Alignment:</b> Foundational processes and infrastructure, including segmentation, go-to-market strategy, sales and marketing effectiveness, digital systems, and strategic growth initiatives.
3	<b>Commercial Infrastructure &amp; Process Optimization:</b> Establish standard work to address foundational gaps, with a focus on CRM utilization, while larger challenges are tackled through kaizen.
4	<b>Funnel Management Installation &amp; Optimization:</b> Implement a structured Funnel Management system through a Kaizen approach to optimize lead tracking, conversion, and pipeline efficiency.
5	<b>Funnel Management Excellence:</b> Provide hands-on coaching to reinforce Funnel Management best practices, ensuring effective pipeline tracking, lead conversion, and sales execution.
6	<b>Growth Room Implementation:</b> Establish a Growth Room with tiered Commercial Daily Management to drive accountability, visibility, and data-driven decision-making.
7	<b>Growth Room Excellence:</b> Provide hands-on coaching to ensure effective adoption and execution of Growth Room practices, reinforcing tiered Commercial Daily Management for sustained growth.
8	<b>End-to-End Commercial Value Stream Mapping &amp; Kaizen Planning:</b> Develop an End-to-End Commercial Value Stream Map, establish the Kaizen Event Funnel process, and draft charters the first five Kaizen events.
9	<b>Commercial Problem-Solving &amp; Execution:</b> Leverage Growth Room Daily Management to drive a Commercial Problem-Solving Workshop, addressing live issues directly at the Gemba.
EVEN 10-18	<b>Kaizen Event Weeks:</b> Execute Kaizens 1-5, addressing key opportunities identified during the Foundational Assessment and Commercial Value Stream Mapping.
ODD 11-19	<b>Sustainment &amp; Continuous Improvement:</b> Drive sustainment through PSPs, Kaizen event preparation, Kaizen Funnel management, Steering Committee oversight, ongoing coaching for Funnel Management and Growth Room, and regular Gemba visits.
20	<b>Commercial Excellence Sustainment &amp; 2.0 Roadmap:</b> Develop a Commercial Excellence Sustainment Plan, refine the Kaizen Funnel, create development plans, and finalize the overall Jumpstart scorecard.



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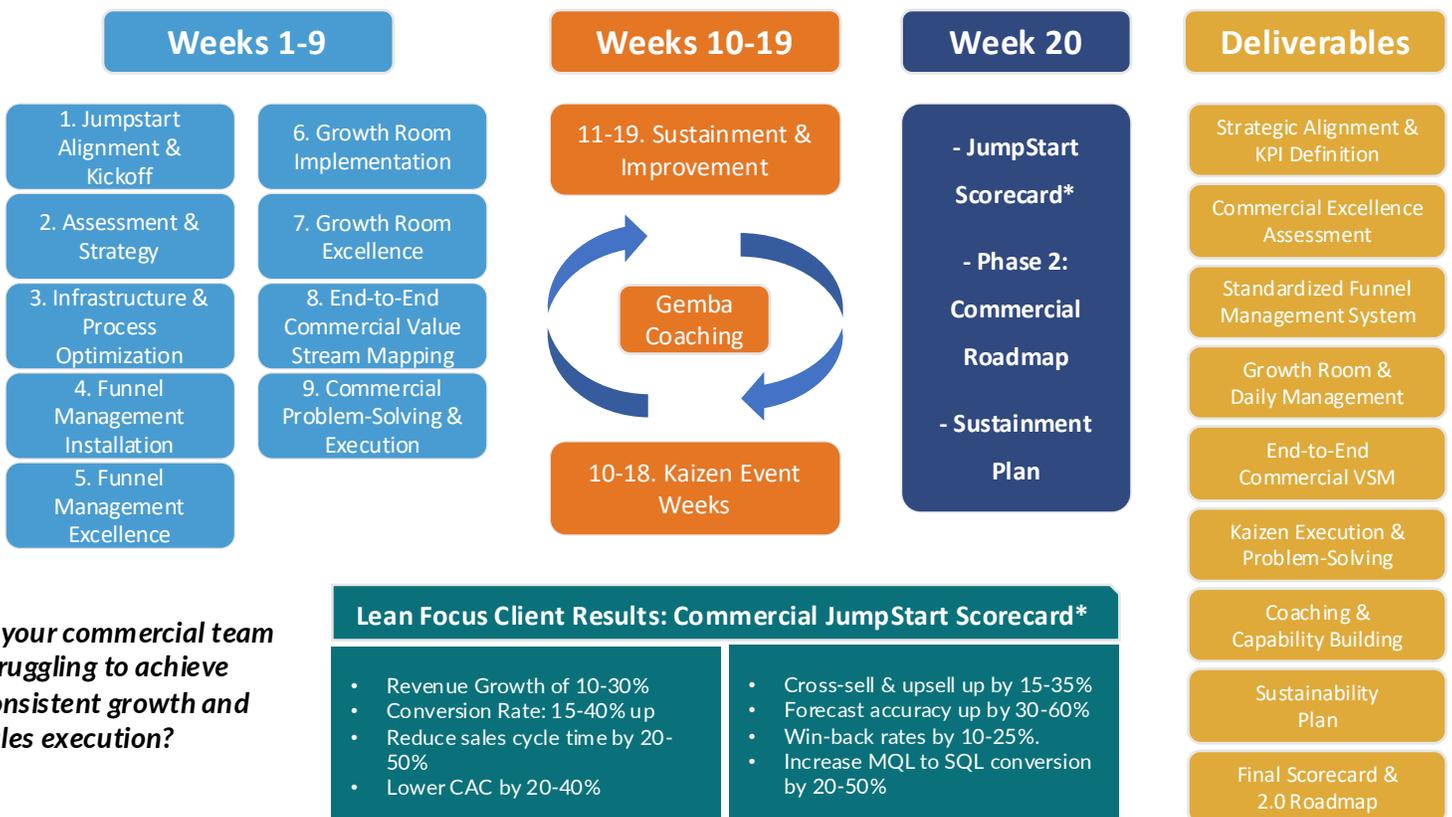
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# COMMERCIAL EXCELLENCE JUMPSTART

## WHAT IS A COMMERCIAL EXCELLENCE JUMPSTART?

The **Commercial Excellence Jumpstart** is a 20-week transformation program designed to help organizations build a world-class commercial engine by aligning strategy, execution, and accountability. This structured approach drives profitable growth by optimizing sales processes, improving funnel management, and embedding a culture of data-driven decision-making and continuous improvement. Through a combination of Commercial Value Stream Mapping, Kaizen initiatives, and tiered Daily Management, this program provides immediate impact and long-term scalability—ensuring your sales, marketing, and customer-facing teams operate at peak performance. Whether your challenge is low conversion rates, pipeline inefficiencies, or inconsistent execution, this proven framework delivers measurable results while creating a high-performing commercial culture that competes and wins in any market.



*Is your commercial team struggling to achieve consistent growth and sales execution?*

## How do I get started?

**Schedule a Commercial Excellence Jumpstart**

Take the first step toward commercial transformation. Contact us today to schedule a consultation and discover how a **Commercial Excellence Jumpstart** can accelerate growth, enhance sales execution, and drive measurable business impact.

REQUEST A CONSULT:  
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