

# Predictable Growth Comes From Disciplined Commercial Execution

Most commercial improvement efforts deliver short-term gains—or none at all. Disconnected tactics, reactive campaigns, and overloaded sales teams create missed orders, wasted spend, and customer churn that quietly erode growth. Lean Focus applies Lean principles to commercial execution—redesigning how demand is generated, qualified, and converted.

The result is a disciplined commercial system that improves focus, increases conversion, and makes growth predictable rather than episodic.

## ARE YOU GROWING SLOWER THAN YOUR MARKET OPPORTUNITY?



Revenue growth is below expectations.



Sales teams spend too much time internally instead of with customers.



Pipeline visibility is weak and forecasts are unreliable.



Pricing is inconsistent or driven by discounting.



Marketing activity isn't producing qualified demand.



Sales performance varies widely across reps or regions.



High-value opportunities are missed or poorly pursued.



You don't know where revenue is leaking—or stalling.

ORGANIZATIONS WE'VE HELPED TO GROW



**MOST GROWTH PROBLEMS AREN'T MARKET PROBLEMS. THEY'RE SYSTEM PROBLEMS. WE FIX THE SYSTEM.**

**80-90%**  
Forecast Accuracy

**60-80%**  
Win Rate

**25-35%**  
Lead To Opportunity Conversion Rate

**20-35%**  
Time To Close Reduction

**85-95%**  
Customer Retention

**>15x**  
Return on Market Spend

# Lean Focus applies a focused set of Lean principles to make growth predictable.

Rather than relying on disconnected tactics, commercial work—from go-to-market and pricing to demand generation and funnel management—is aligned to create real customer value and consistent conversion.

Within the Growth Practice, three principles are foundational: **Customer Value**, **Standard Work**, and **Flow**. Together, they enable commercial teams to close more deals, retain more customers, and build repeatable revenue engines that scale.



## PRINCIPLE 1: CUSTOMER VALUE SHIFTS COMMERCIAL EFFORT FROM CHASING TRANSACTIONS TO BUILDING RELATIONSHIPS THAT CONVERT AND ENDURE.

Instead of flooding the pipeline with poorly qualified opportunities, teams focus on the customers, problems, and segments that matter most. By grounding decisions in real customer needs and lifetime value, sales and marketing improve targeting, engagement, and close rates—because they're solving problems customers are willing to pay to solve.

## PRINCIPLE 2: STANDARD WORK REPLACES FRICTION AND INCONSISTENCY WITH DISCIPLINED COMMERCIAL EXECUTION.

By aligning marketing, sales, pricing, and channels around a shared go-to-market approach, organizations eliminate handoff failures and fragmented customer experiences. When every function operates against the same standards and customer journey, conversion rates improve, trust increases, and growth becomes scalable rather than dependent on individual heroics.



## PRINCIPLE 3: FLOW ACCELERATES REVENUE BY ELIMINATING DELAYS ACROSS THE COMMERCIAL SYSTEM.

When leads are engaged immediately, proposals move without friction, and handoffs between marketing and sales are seamless, pipeline velocity increases. Deals close faster, customer responsiveness improves, and revenue that once stalled now flows predictably into results.



Start a conversation with our Growth Practice to explore your most important opportunities, the constraints limiting performance today, and how the Lean Focus Business System™ (LBS™) creates repeatable revenue growth.