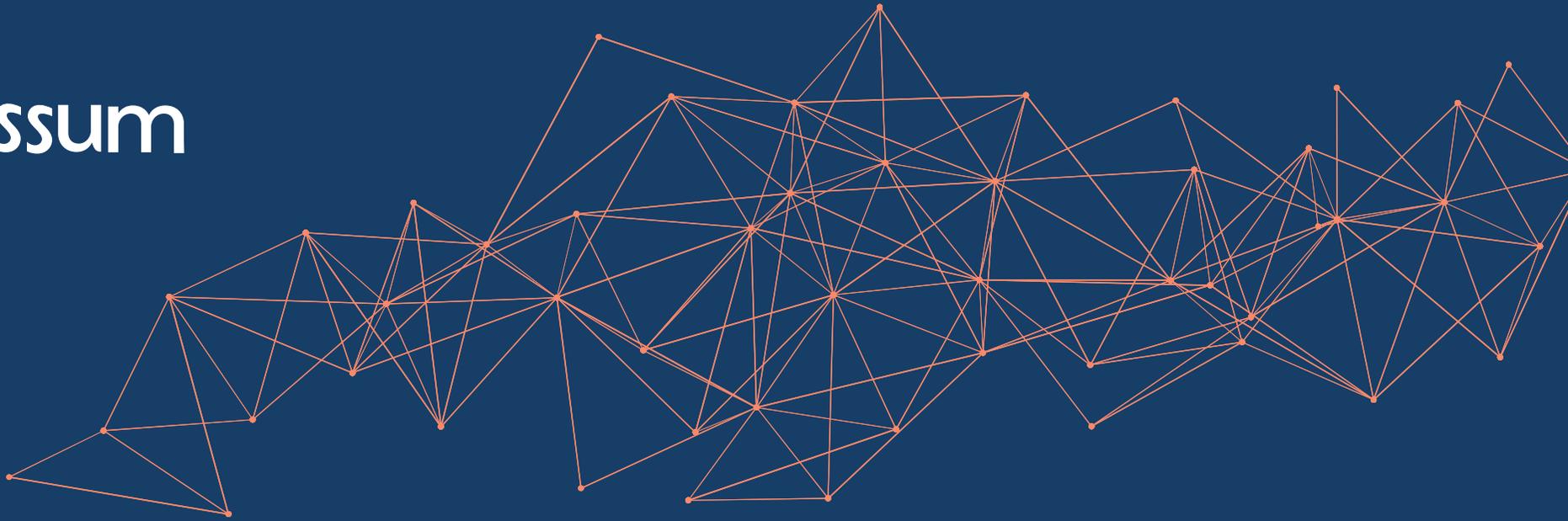


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Sales Maturity Scan

Customer Case

Situation: Growth challenges rooted in execution maturity were overcome by diagnosing and prioritizing commercial capabilities

What they wanted

Leadership needed an objective, data-driven assessment to understand where growth was leaking. Revenue growth had slowed across key markets and while the product and market position were strong, the sales organization lacked a unified view of performance drivers, clear prioritization of growth levers, and alignment on where to intervene first.

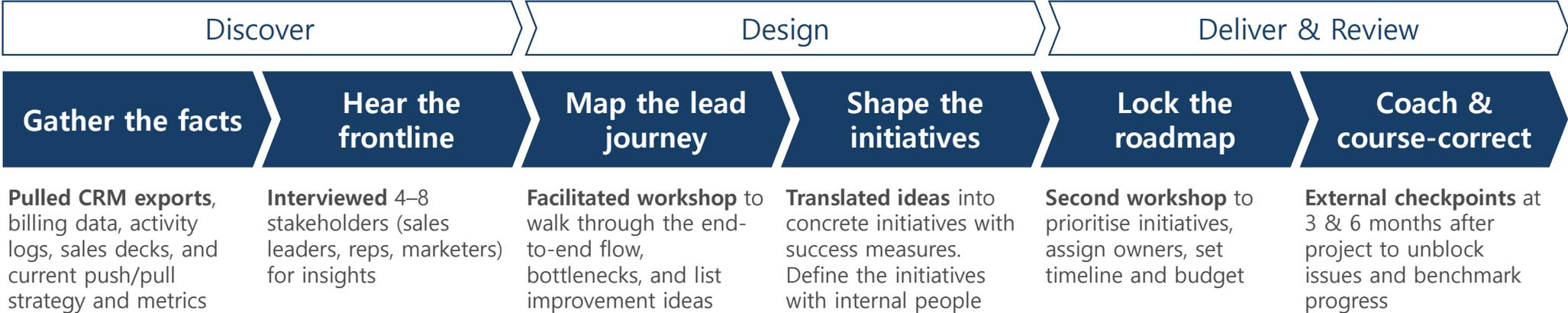
What we did

Conducted a structured Sales Maturity Assessment, analyzing the end-to-end funnel, interviewing key stakeholders, benchmarking capabilities against best practice, and prioritizing improvement initiatives based on impact and feasibility. Co-created a 12-month transformation roadmap aligned with leadership.

What we achieved

Delivered full visibility into growth bottlenecks, identified 10-12 high-impact initiatives, aligned leadership on clear ownership and sequencing, and enabled immediate launch of quick wins while building the foundation for sustainable commercial scale-up.

Our diagnostic approach started by collecting data and insight to understand the process gaps and co-create fixes with the client's team



The diagnostic framework used in the assessment is based on the sales funnel



We broke down the sales funnel in smaller topics and activities in order to evaluate them within the real context of our client's organization



Based on the assessment we gave each element a score from 5 (Excellent) to 1 (Poor)



Poor: The process or practice is non-existent or highly ineffective.



Below Average: The process or practice exists but is inconsistent or only partially implemented with significant room for improvement.



Average: The process or practice is in place and functions adequately but lacks consistency, optimization, or full integration.



Above Average: The process or practice is well-established, effective, and mostly integrated into the organization's operations.



Excellent: The process or practice is fully optimized, consistently executed, and integrated across the organization.

For this client, internal interviews revealed gaps in lead and account management, data-driven decision-making, and organizational structure

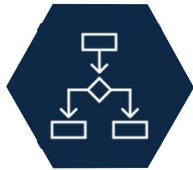
Theme	Score (rounded)	Key Takeaway
Market Insights	 3.3	Fair understanding of market buck lacks depth and analysis
Customer Profile	 2.5	Need for a more refined definition of ICP
Marketing alignment	 3.3	Could lead to better lead generation and engagement
Lead Generation/Qualification	 2.0	Lacks structured outbound strategies and qualification
Sales Process	 2.6	Needs standardization, pipeline mgmt. and follow-ups
Pricing	 3.0	Room for improvement in quotation management
Negotiation & Closing	 4.0	Skills are strong within the sales team
Account Mgmt.	 1.0	Gap in proactive account mgmt. and structured engagement
Performance Mgmt.	 1.4	Weak due to unstructured KPIs and limited benchmarking
Organization & Training	 2.4	Need for a robust organizational structure to support growth
Tooling & Data insights	 2.2	Lack of data quality, integration, and usage of analytics tools

We then ranked activities based on feasibility and impact to get to an implementation roadmap

	Short Term (0-6 months)		Medium Term (6-12 months)		Long Term (12+ months)	
Sales Process	Lead Qualification	Market Intelligence	Win-Loss Analysis	Outbound Leads		
	Follow-up Processes		Automate Quotations			
Sales Team	KPIs and Targets	Define Responsibilities	Sales Team Training	Revise Sales Bonus	Expand Presence	
			Individual Perform.	Org. Structure		
Account Mgmt.	Proactive Strategy	Dashboards	Proactive Implement.			
CRM & Data	Data Collection		Data Consistency	Integrate other tools	Integrate CRM-Profiler	
	Improve CRM Usage			CRM lead scoring		
Partners			Partner Training	Partner Selection	Strengthen Network	
Products					Expand Portfolio	

These initiatives are then further detailed so that you know which steps to undertake to improve these

Improvements require in our experience adjustments to Processes, Tools, Data Insights and People's Behavior



Improve Processes

- **Workflow Analysis:** Identifying inefficiencies in processes
- **Expert knowledge:** Get in expert knowledge on specific topics (e.g. pricing or SEO/ SEA)
- **Design:** Finding standardisation potential and develop new processes
- **Implementation:** Ensuring system connectivity and automation
- **Post-Implementation:** Ensuring training and adjusted decision making using new processes



Improve tooling

- **Expertise:** Scanning of the tool landscape
- **Research:** Finding the right tool for the clients' purposes
- **Implementation:** Enhancing process efficiency through automation
- **Learning:** Ensuring documentation and training of stakeholders
- **Monitoring & Control:** Implementing proper monitoring



Improve Data Insights

- **Analysis:** Analysing existing data structures & connectivity
- **Business Requirements:** Identifying business requirements for insights & monitoring
- **Formatting:** Visualising the necessary monitoring requirements
- **Enhance:** Improving data connectivity and creating new data collection workflows
- **Building & Implementation:** Building the dashboard with the data insights and train employees

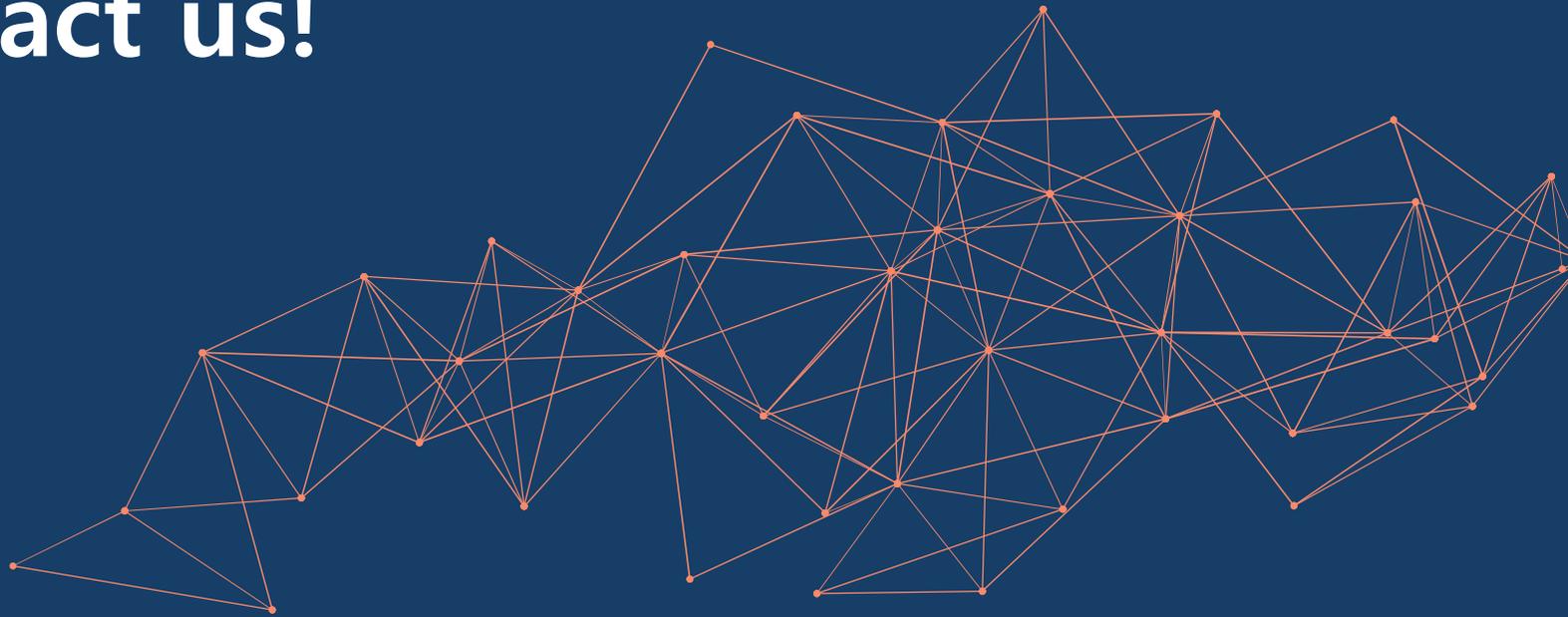


Change People's Behavior

- **Change Management:** Making changes in people's behavior takes time, the right mindset is key
- **Pragmatic:** Establishing a two-way approach between client and impulssum is of importance from the start
- **Identify Internal Change Leaders:** Ensuring that changes are made is done through leading by example of influential people
- **Personalised Approach:** Tailoring the methods to needs & monitoring progress are part of the process

If you would like to discuss this approach for your business, please contact us!

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