Real Commercial Transformation: Data, Processes, and People Aligned

Organize, simplify, and scale your business with DATA-DRIVEN DECISIONS





Common Issues Detected in SMBs

What you're facing in your business	The Root Cause
Unstructured payments due to a lack of a cash flow strategy	X Lack of a clear commercial strategy
Operational inefficiencies and team misalignment	Misalignment between sales, marketing, and post-sales, with disorganized processes and lack of clear KPIs
Lack of visibility into key business metrics and overall performance	X Data silos and lack of integrated business information.
⚠ Difficulty adapting to evolving market conditions.	X Absence of strategic analysis and tracking of key business variables



How We'll Work Together

We adapt our proven framework to the specific reality of your business and industry:

Defined Team: Together, we select the working team and key points of contact.

Agile Communication: We establish clear communication channels and frequency.

Clear Rules: We define expectations and joint working standards.

Shared Objectives: We assign responsibilities and goals for each stage of the process.

Commercial process framework



>>

Commercial strategy

- Define objectives (revenues, tickets, clients
- Business benefits (margin, gross and net)



02

Diagnosis

01

- Data collection
- Pattern idenfication
- Metrics review

Action plan implementation

- Identify automatable processes
- Customer adquisition
- **Customer retention**

Continuos improvement cycle

- Process optimization
- KPIs business impact



process improvement

- Clients definition
- Region definition.
- Pricing and discounts strategy.



Commercial process Monitorimg

- Dashboard metrics analysis
- Weekly monitoring
- Specific tracking by campaign, product, channel



03











>>>

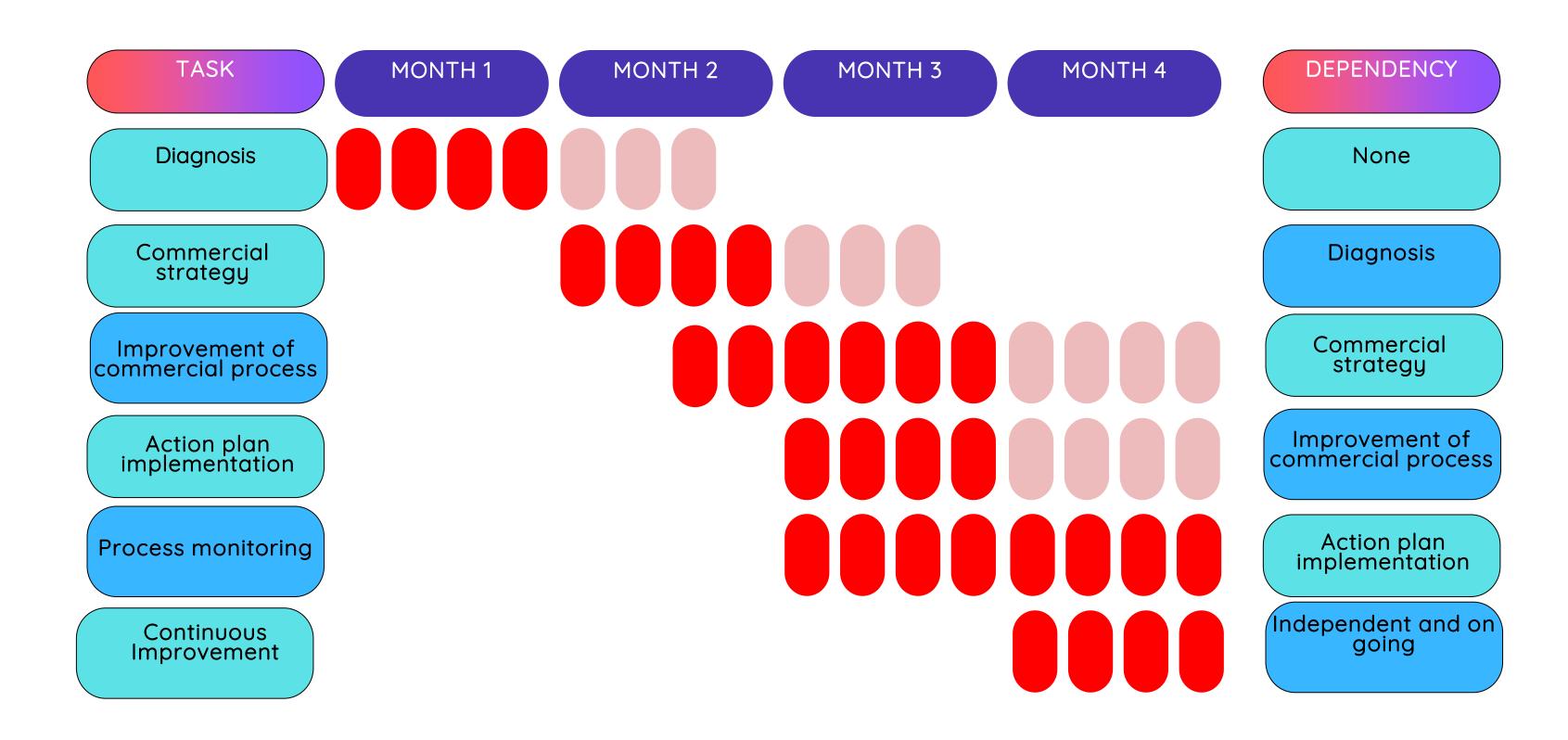




06

Timeline commercial process framework









▲ BEFORE	✓ AFTER
Unreliable data and unpredictable revenues	Clear information and confident decision-making
Q Poorly defined objectives and unclear roles	© Clear goals and aligned teams
Unstructured commercial process	Optimized and scalable commercial process
Miscommunication between teams	Fluid and collaborative communication
Nesistance to change and outdated tools.	Motivated teams and agile technology adoption

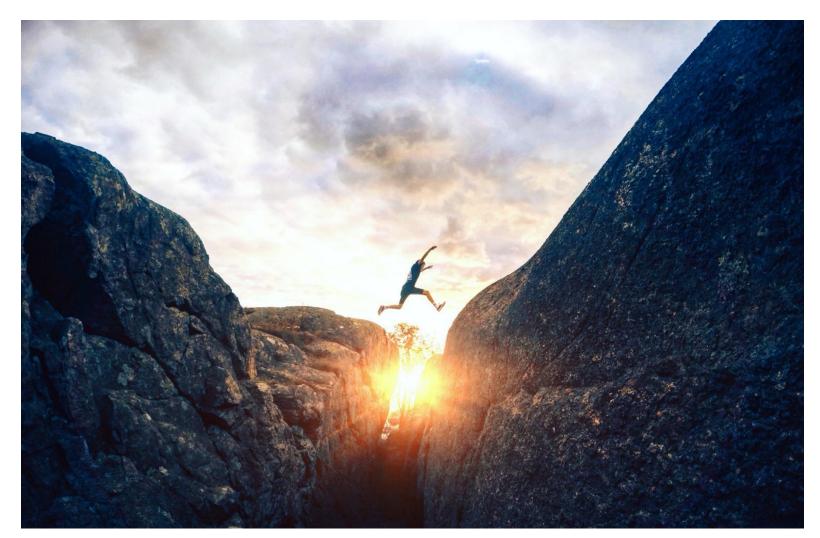
Are You Ready to Take the Leap?



Now that you know our method, it's time to move forward.

- Make decisions based on clear data
- Streamline and simplify your commercial processes
- Achieve real, measurable, and sustainable results

¡ We're ready to support you!



Let's take the leap your business needs — TOGETHER







