

DEAL · 04

Commercial 100-Day Plan

The first 100 days close the highest-priority gap with a working capability, not a recommendations deck.

THE QUESTION IT ANSWERS

Where should commercial attention go first, and what will be visibly better when the board meets in 100 days?

THE METHOD

Scope, build, validate, implement, measure

Wks 1–2

Scope & baseline

Confirm the priority gap. Define what done looks like.

Wks 3–8

Build

Positioning, GTM motion or demand engine, built to a testable draft.

Wks 9–12

Validate

Tested with real buyers and accounts, not internal assumption.

Wks 13–17

Implement & enable

Built into decks, site, CRM and playbooks.

Wks 18–20

Launch & measure

A scorecard tracks whether the gap is closing.

WHAT WE DO

Pick the one foundation that moves value fastest

Positioning: five-lens market assessment, interviews, brand house

GTM motion: best-fit accounts mapped to 1:1, 1:few or 1:many

Demand: pipeline audit and a campaign architecture built to convert

WHAT YOU RECEIVE

A validated position, a live GTM motion or a working demand engine

Battlecards and talk tracks the team uses from day one

The capability built into CRM, site and sales materials

A scorecard on the same rubric as the diligence

METRICS MOVED → ENTERPRISE VALUE

Pipeline and win rate: first signal inside the 100 days

CAC: spend redirected to what converts

Board confidence: visible progress at the first post-close review

TYPICAL TIMELINE

First impact inside 100 days; full build 15–20 weeks

PROOF

Danelec: repositioning, a new website and CMS, and HubSpot as system of record, built to support both partner and direct sales.

Let's talk about your commercial foundation.

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