



CCAT: Build commercial capabilities to accelerate performance and growth

CCAT (Commercial Capabilities Assessment Tool), part of the Commercial Diagnostic Suite, is a powerful tool to assess your company's institutional marketing and sales capabilities against best practice and help identify which capabilities to invest in for future success.

CCAT helps you prioritize which capabilities to invest in for ongoing commercial success by benchmarking your marketing and sales capabilities against best practice, typically leading to 2-7% improvement in return on sales and up to 10x return on investment

What is CCAT

CCAT is a proprietary, online diagnostic survey to assess company-level marketing and sales capabilities. CCAT is quick and easy to use, delivering deep insights on your marketing and sales capabilities by function, geography, and seniority.

How CCAT helps

Whether you want to grow profits, (re)design a best-practice commercial organization, or prepare for the execution of a new strategy, CCAT provides a comprehensive understanding of your marketing & sales capabilities compared with peers and best practice. Using fact-based insights sourced from your own organization, CCAT enables you to quickly identify and address performance gaps across the organization.

- Compare your institutional commercial capabilities vs best practices to reveal strengths and weaknesses
- Identify and prioritize capability-building actions across 360+ independent practices to achieve strategic and commercial excellence
- Create alignment and a platform for change
- Reveal capability blind spots and in-house cross-learning opportunities across locations and BUs
- Understand the link between capabilities and performance outcomes

How to use CCAT

CCAT can be used by itself or in conjunction with other tools in McKinsey's Commercial Diagnostic Suite for additional insights. There are two versions of the online CCAT survey, depending on your situation:

- Full self-assessment survey for a comprehensive diagnostic across all 360+ marketing and sales capability practices, ranging from strategic marketing to sales support
- Short pulse survey across a curated subset of marketing and sales capability practices, for either a quick upfront temperature check or ongoing pulse checks to assess progress of capability building

What we provide

- A report containing in-depth insights and analyses, with benchmarking to compare internally, against peers and top performers
- A follow-up call with McKinsey experts to review results, prioritize opportunities, and set the capability building plan
- On-site workshop support with McKinsey experts to review key learnings and build alignment around priorities and key initiatives
- Support to set up survey and select peers

Who is CCAT relevant for

- Chemicals, metals, mining, advanced industries, transport and logistics, high tech, and other B2B industries
- Consumer packaged goods, OTC pharma, consumer electronics, and other B2B2C industries
- Functional, deep-dive assessments of digital, key accounts, customer success and experience as well as pricing
- Telco B2C and B2B
- Med-tech and pharma companies
- Suitable for PE funds / portfolio companies
- Suitable for large and smaller companies

Why choose CCAT

Proven and reliable

- Robust methodology used by 250+ companies with 25,000 respondents to date, across multiple geographies and industries
- Best practices qualified by a global team of McKinsey marketing & sales experts

Comprehensive and actionable

- Holistic coverage of marketing & sales capabilities, including strategic marketing, go-to-market, innovation, pricing, sales, channels, and sales support
- Clear, actionable recommendations

Flexible and efficient

- Full survey takes only 30-40 minutes to fill in
- Two-day turnaround of initial results

Confidential and secure

- Responses and results anonymized and securely hosted by McKinsey
- Survey responses reported at aggregate level to encourage candid answers
- Results only reported to the company itself

CCAT in numbers:

250+

Company deployments

360+

Individual practices covered

10x

Return on investment on
Marketing & Sales capabilities

Get started

To learn more about Sales CCAT, contact us at contact@periscope-solutions.com or visit www.mckinsey.com/periscope