



Commercial Diagnostic Suite: Drive performance and improve capabilities in your commercial organization and people

The Commercial Diagnostic Suite, part of Periscope Sales Solutions, is a set of proprietary diagnostic tools to help you define a commercial improvement agenda for your organization or sales force by helping you understand your commercial performance, capabilities, and priorities.

Successful commercial transformations generate 2-7% return on sales, 1-2 percentage points uplift in profitability, and 7-10 percentage points excess total shareholder return. Start your journey right with McKinsey's proprietary tools and analytics, developed over 500+ company deployments.

Commercial Priorities Integrated Diagnostic

Rapidly assess and set your commercial priorities at the start of commercial journeys

The integrated Diagnostic utilizes McKinsey's proprietary commercial diagnostic tools and analytics to help you rapidly benchmark and identify commercial performance, capability, and front-line sales effectiveness improvement priorities at the start of commercial transformation journeys

What the Integrated Diagnostic helps you do:

- Assess sales productivity and set financial improvement goals by analyzing performance on critical sales effectiveness and efficiency KPIs
- Prioritize mutually reinforcing commercial capability improvement priorities at organizational and individual sales rep levels
- Develop an integrated capability improvement plan, linked to sales KPI and financial improvement targets, to unlock greater sales productivity performance
- Improve sales force effectiveness by hiring, training, managing, and motivating great people

Sales Navigator

Unlock sales productivity performance and optimize go-to-market organization

Sales Navigator benchmarks sales performance, cost, and coverage drivers across business units, regions, and channels against peers

What Sales Navigator helps you do:

- Understand how your organization and GTM model performs vs peers on sales effectiveness and efficiency
- Set long-term financial performance targets, overall and by BU
- Optimize GTM model and operational KPI targets for key efficiency drivers (e.g., rep-level quotas, support intensity, coverage, etc.)
- Identify near-term priorities for GTM model and performance improvement (e.g., which BUs and/ or KPIs)

CCAT

Build commercial capabilities to accelerate performance and growth

CCAT (Commercial Capabilities Assessment Tool) benchmarks your institutional marketing and sales capabilities against best practice and peers to help identify which capabilities to invest in for future success

What CCAT helps you do:

- Compare your commercial capabilities vs top performers at institutional level
- Set necessary capability-building actions to achieve strategic and commercial excellence overall and by BU
- Design a best-practice commercial organization
- Share and scale up in-house best practices to build highest priority institutional capabilities
- Develop mitigation plan for capability blind spots and/ or risks

Sales DNA

Improve the talent profile and effectiveness of the sales front line

Sales DNA benchmarks the traits of your front line and profiles your top performers to help you pinpoint how to hire, train, manage, motivate, and ultimately retain great people

What Sales DNA helps you do:

- Profile your ideal sales rep based on what really drives performance
- Set onboarding and training plans to develop the right individual skills
- Develop a recruiting and hiring plan to add more great sales reps
- Design ideal incentive plans to align with rep motivations
- Update career paths and role definitions for front-line sales staff
- Revamp sales manager priority actions via coaching

Get started

To learn more about Commercial Diagnostic Suite, contact us at contact@periscope-solutions.com or visit www.mckinsey.com/periscope