Development of Sales Methodologies for NBM and AM H&CO Cloud

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Background

When I took over regional expansion for H&CO Cloud, I knew we had a talented team and ambitious goals. But we lacked enough clarity on what was holding us back or how to prioritize efforts across countries. Practices varied, results were highly uneven, and many decisions were made by gut feel. We needed to understand what was really going on, identify what was working and what was not, and above all, pinpoint where to focus to build something more solid.

Solution

We decided to start with Imppulsor’s Commercial Maturity Diagnostic. It was the right call. They assessed our commercial operation in depth, analyzing dimensions such as strategy, processes, leadership, structure, talent, and more. They did not just conduct interviews and analysis; they helped us see what we were missing. For the first time, we

had a shared view of our gaps and strengths, plus a concrete roadmap for moving forward based on our reality and our challenges.

The diagnostic did more than give us data — it showed us precisely where we were los

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