

Commercial Excellence Academy

by  Asbiverse Group

Optimizing Route to Shopper® Capability for Winning in Retail

www.commercialexcellence.academy

Commercial Excellence Capability as a Service (CECaaS)

Your Strategic Advantage in a
Competitive Marketplace

Commercial Excellence Capability as a Service (CECaaS): Your Strategic Advantage in a Competitive Marketplace

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Executive Summary

Achieving sustainable growth requires more than domain knowledge, process understanding and operational efficiency; it demands Commercial Excellence. Commercial Excellence Academy's comprehensive CECaaS solution integrates three powerful methodologies: **Intentonomics®**, **Route to Shopper®**, and **PIFFLE®**. Together as CECaaS, these methodologies transform an organization's commercial capabilities and directly impact the most critical KPIs.

This integrated service addresses the key challenge facing senior leaders: How to consistently drive revenue growth and profit enhancement while building sustainable competitive advantage across all commercial touchpoints? “**Consistent**” and “**Sustainable**” being the underlying keywords.

What is Commercial Excellence?

Commercial Excellence can be defined through a simple yet powerful formula:

$$\text{Commercial Excellence} = (\text{Ri} + \text{Pe}) / \text{CS}$$

Where:

- **Ri** = Revenue Increase
- **Pe** = Profit Enhancement
- **CS** = Consistently & Sustainably

Commercial Excellence represents the organization's ability to systematically generate superior financial performance through integrated commercial capabilities that create lasting competitive advantage. It goes beyond short-term wins to establish repeatable processes, scalable methodologies, and sustainable growth engines.

The Commercial Excellence Formula

$$\text{Commercial Excellence} = \frac{\text{Ri} + \text{Pe}}{\text{CS}} = \frac{\text{Revenue } i_{ncrease} + \text{Profit } e_{nhancement}}{\text{C}_{onsistency} \& \text{S}_{ustainability}}$$

The Strategic Imperative

Why Commercial Excellence Matters?

Every organization faces unique challenges in today's market, but common themes emerge across industries. The following table illustrates how these universal challenges impact business performance and how CECaaS provides targeted solutions:

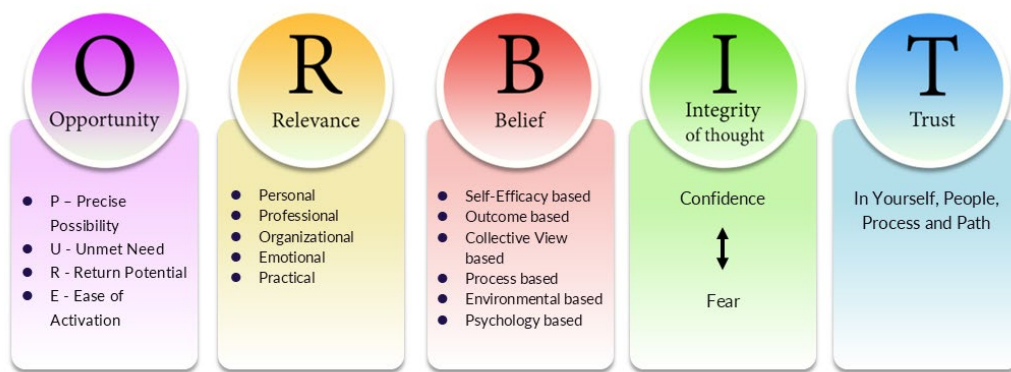
Challenge	Impact	CECaaS Solution
Market Complexity	Multi-channel environments and digital transformation	Integrated frameworks for all touchpoints
Margin Pressure	Intensifying competition eroding profits	Optimization of every commercial decision
Talent Challenge	Difficulty developing and retaining commercial talent	Structured capability-building approaches
Technology Integration	Struggle to leverage digital tools effectively	Coherent commercial framework for tech adoption
Sustainable Growth	Short-term tactics misaligned with strategy	Long-term strategic objective alignment

The CECaaS Solution Architecture

CECaaS brings together three distinct but complementary methodologies, each addressing a critical aspect of commercial excellence. These methodologies work individually or in combination to deliver transformative results:

Methodology	Core Focus	Key Value
Intentonomics®	Behavioural science of choice activation	Bridges gap between knowing and doing
Route to Shopper®	Point of Choice optimization	Perfect commercial alignment at all touchpoints
PIFFLE®	Change implementation & capability building	Ensures sustainable adoption and results

1. Intentonomics®: The Science of Strengthening Choices



O.R.B.I.T. Principle™ - The Engine of Intentonomics®

The ORBIT Principle

The ORBIT principle forms the foundation of **Intentonomics®**, providing a systematic approach to understanding and activating human intent. Each component addresses a critical psychological or environmental condition necessary for sustained action:

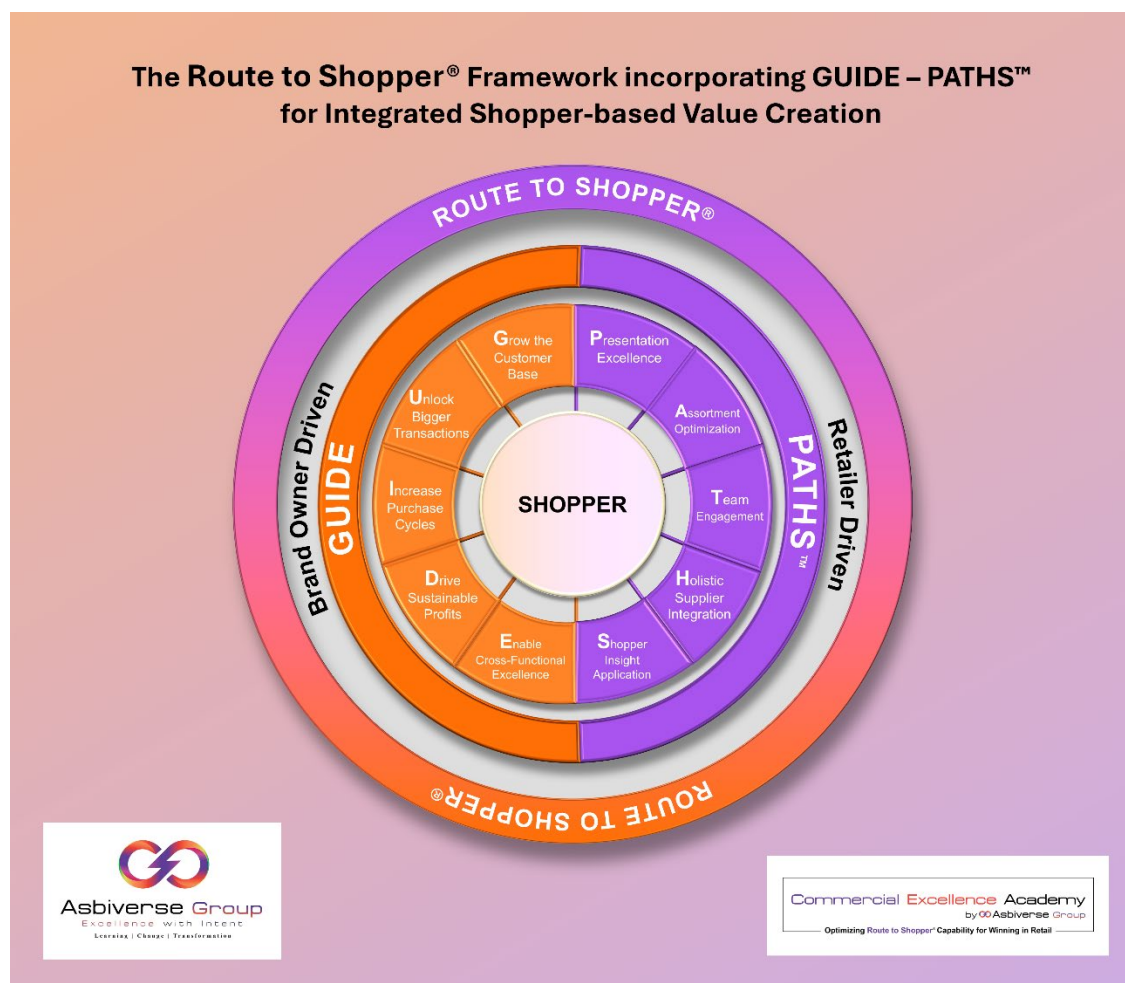
Component	Question	Focus Area
Opportunity	Is there a meaningful, actionable reason to act now?	Timing & Relevance
Relevance	Does this align with what matters to the person/team?	Personal Connection
Belief	Do they believe they can achieve this and that it matters?	Confidence & Value
Integrity of Thought	What is the vibrational level of consciousness?	Quality of Thinking
Trust	Do they trust the people, process, and path?	Relationship & Process

2. Route to Shopper®: Mastering the Point of Choice

Dual Framework Approach

Route to Shopper® recognizes that commercial excellence requires perfect alignment between sellers and channels. Our dual framework approach ensures both sides of the commercial equation work in harmony:

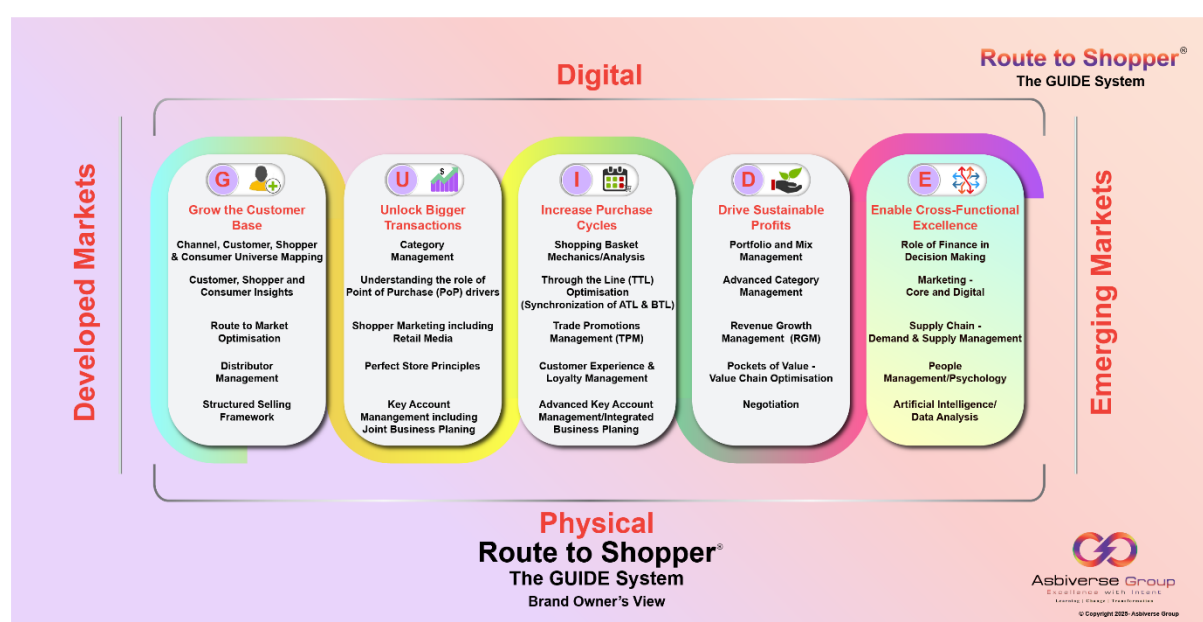
Framework	Target Audience	Components	Focus
GUIDE	Brand Owners/Product/Service Sellers	G-U-I-D-E	Customer acquisition to profit optimization
PATHS	Retailers/Channels/Platforms	P-A-T-H-S	Presentation to insight application



GUIDE Framework Details

For organizations that create and sell products or services, the GUIDE framework provides a comprehensive roadmap from customer acquisition to sustainable profitability:

Component	Strategic Focus	Key Activities
Grow Customer Base	Acquisition & Expansion	Market penetration, new segments
Unlock Bigger Transactions	Value Maximization	Upselling, cross-selling, bundling
Increase Purchase Cycles	Frequency Optimization	Loyalty, subscriptions, repeat purchase
Drive Sustainable Profits	Margin Enhancement	Pricing, cost optimization, mix management
Enable Cross-Functional Excellence	Internal Alignment	Integration, collaboration, capability building



PATHS Framework Details

For organizations that serve as retailers, channels or platforms, the **PATHS** framework ensures optimal presentation and customer experience at every touchpoint:

Component	Strategic Focus	Key Activities
Presentation Excellence	Visual & Physical Impact	Layout, merchandising, digital presence
Assortment Optimization	Product Mix Management	SKU optimization, category strategy
Team Engagement	Customer Service Excellence	Training, motivation, performance
Holistic Supplier Integration	Partnership Optimization	Collaboration, data sharing, joint planning
Shopper Insight Application	Data-Driven Decisions	Analytics, personalization, testing



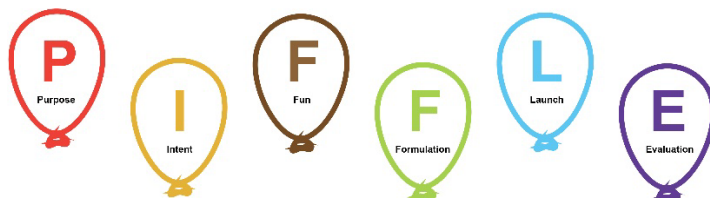
3. PIFFLE®: Bringing Commercial Excellence to Life

The PIFFLE® Implementation Framework

PIFFLE® transforms traditional training and change management into engaging, results-driven experiences. Each stage builds upon the previous, creating momentum for sustainable transformation:

Stage	Focus	Key Actions	Outcomes
Purpose	Define end-states	Align to business outcomes	Clear objectives
Intent	Activate commitment	Apply ORBIT principle	Engaged participants
Fun	Create engagement	Storytelling, gamification	Memorable experiences
Formulation	Structure content	Logical flow, cognitive depth	Effective learning
Launch	Drive adoption	Phased rollout, champions	Successful implementation
Evaluation	Measure impact	Behaviour change, ROI tracking	Continuous improvement

PIFFLE® Model of Instructional and Change Design



~~NonSense~~



CECaaS Delivery Levels: From Tactical to Strategic

CECaaS offers four distinct engagement levels, allowing organizations to start where they are and scale as needed. Each level builds upon the previous, creating a pathway from tactical improvements to enterprise transformation:

Level	Focus	Target Audience	Outcomes	Example Application
Level 1: Tactical Training	Specific capability modules	Team Leads, Functional Heads	Targeted skill-building	Joint Business Planning for beauty category
Level 2: Functional Capability	End-to-end function transformation	Sales, Category, Trade Marketing	Functional excellence & KPIs	Complete sales force transformation for pharma
Level 3: Commercial Capability	Integrated commercial ecosystem	BU Heads, Capability Leaders	Cross-functional alignment	Unified e-commerce strategy for retail
Level 4: Enterprise Transformation	Full commercial transformation	C-suite, Strategy Heads	Business model evolution	Digital-first transformation for FMCG

Cross-Industry Application Examples

Hypothetical Scenario Analysis by Industry

CECaaS methodologies apply across industries, addressing unique challenges while delivering consistent commercial excellence. The following illustrative examples demonstrate potential versatility and impact:

Industry	Challenge	CE-CaaS Application	Potential Outcome
CPG/FMCG	New product launch in crowded category	Intentonomics ® (ORBIT) analysis for sales team readiness + Route to Shopper ® (GUIDE) framework for retail execution + PIFFLE ® for launch training	Target 25% distribution in 6 months
Retail	Increase category penetration	Route to Shopper ® (PATHS) framework for category reset + Intentonomics ® for team buy-in + Route to Shopper ® (GUIDE) for shopper journey optimization	Potential 20% category growth
B2B Software	Complex sales cycles	Route to Shopper ® for decision mapping + PIFFLE ® for solution selling	Could achieve 25% shorter sales cycles
Financial Services	Digital transformation	Intentonomics ® for change adoption + Route to Shopper ® (PATHS) for channel optimization	Target 40% digital adoption rate
Healthcare	Grow OTC category share	Intentonomics ® for opportunity validation + Route to Shopper ® (GUIDE) for pharmacy engagement + PIFFLE ® for pharmacist education	Aim for 15% category share increase

Illustrative Use Case Examples

These hypothetical scenarios demonstrate how CECaaS methodologies could work together across different industry combinations to deliver potential business impact:

Scenario	Industry Mix	Methodology Application	Potential Business Impact
New product launch	Beverage (CPG) + Supermarket (Retail)	Intentionomics ® (team activation) + Route to Shopper ® (shelf optimization) + PIFFLE ® (launch training)	Could achieve 20% above forecast sales
Digital transformation	Banking + Insurance	Intentionomics ® (ORBIT) analysis + Route to Shopper ® (PATHS) framework + Change management via PIFFLE ®	Potential 50% cost reduction
Market expansion	Electronics + E-commerce	Intentionomics ® opportunity validation + Route to Shopper ® (GUIDE) growth strategy + Capability building	Could enter 3 new markets
Premium positioning	Fashion + Department stores	Route to Shopper ® journey mapping + Visual merchandising training + Intent activation	Target 35% margin improvement

Direct Impact on Executive KPIs

Potential KPI Achievement Matrix

CECaaS directly addresses the metrics that matter most to senior leadership. Our integrated approach aims for measurable impact across all critical performance indicators:

KPI Category	Specific Metrics	Potential CECaaS Impact	Measurement Approach
Revenue Growth	Customer acquisition, Transaction value, Conversion rates	15-30% improvement target	Route to Shopper ® analytics
Profitability	Gross margins, Cost to serve, Resource efficiency	10-25% enhancement goal	RGM evaluation in Route to Shopper ®
Market Position	Market share, Brand equity, Customer loyalty	20-40% strengthening objective	Integrated measurement system
Organizational Capability	Talent retention, Cross-functional collaboration, Innovation index	30-50% improvement aim	PIFFLE ® evaluation metrics

Technology Integration Roadmap

CECaaS doesn't just implement methodologies—it integrates the right technology at each stage to amplify results. Our phased approach ensures technology enhances rather than complicates your commercial excellence journey:

Stage	Technology Focus	CECaaS Application	Tools & Platforms
Discovery	Analytics & Insights	Intentionomics ® mapping	Customer analytics, Survey platforms
Design	Process Optimization	Route to Shopper ® frameworks	Journey mapping tools, Process design software
Implementation	Learning & Adoption	PIFFLE ® methodology	LMS, Collaboration platforms
Optimization	Performance Management	Integrated dashboards	BI tools, Real-time analytics
Scale	Enterprise Systems	Full CECaaS integration	CRM, ERP, CDP systems

Call to Action

In a world where commercial excellence determines market leadership, can your organization afford to rely on fragmented approaches and outdated methodologies?

CECaaS offers a comprehensive, proven path to commercial excellence that:

- ✓ Activates human intent, not just imparts knowledge
- ✓ Optimizes every Point of Choice in your commercial ecosystem
- ✓ Delivers immediate impact while building long-term capabilities
- ✓ Integrates seamlessly with existing operations and technologies
- ✓ Scales from pilot projects to enterprise-wide transformation
- ✓ Directly impacts your most critical business metrics

Do you want to?

- 1. Transform your commercial capabilities**
- 2. Activate true intent.**
- 3. Master every Point of Choice.**
- 4. Achieve sustainable excellence.**

Contact Commercial Excellence Academy today to explore how CECaaS can accelerate your journey to commercial excellence and deliver the sustainable growth your stakeholders demand.

Commercial Excellence Academy: Transforming Commercial Excellence from Aspiration to Activation

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Some Clients Serviced by Asbiverse Group

