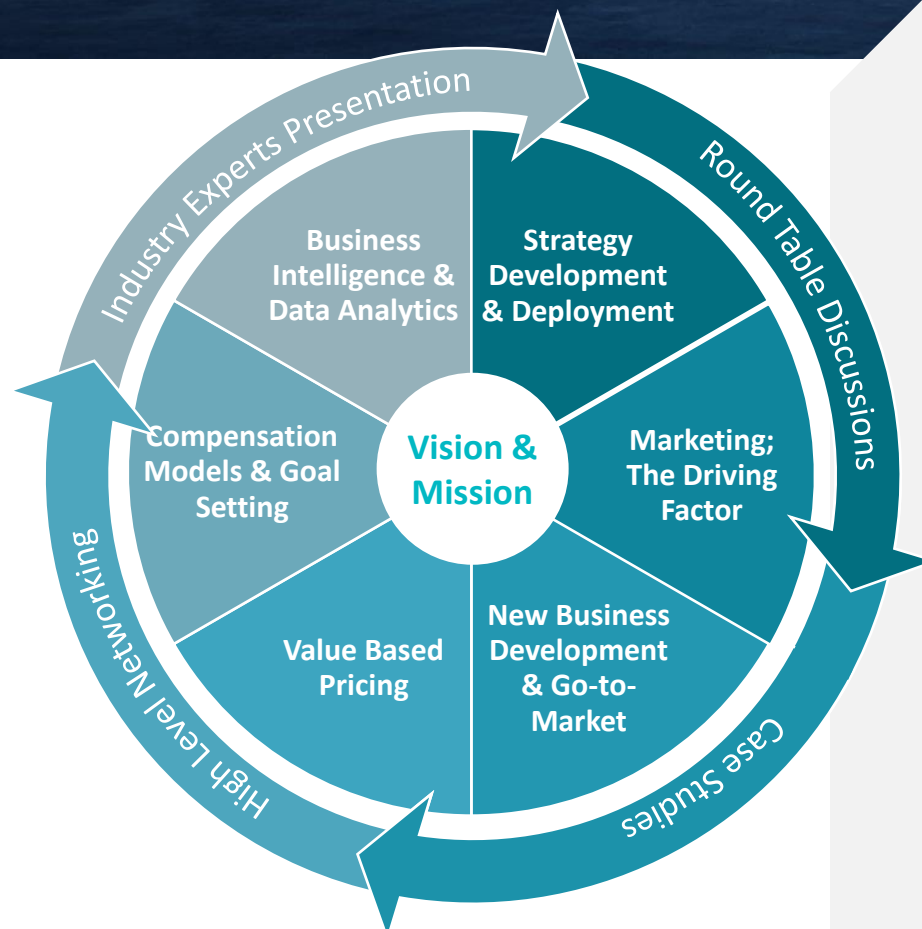


# CIRCLE OF EXCELLENCE

## INTERNATIONAL COMMERCIAL LEADERS

*A peer group Roundtable by Altix Consulting*



Good, Better, or Best!

A 9-month, structured roundtable for International Commercial Leaders, to reflect in a peer group format, to learn from experts, and to gain broader perspectives and industry best practices.

*Altix Consulting partners with middle-market B-to-B clients to deliver business strategy, technology and innovation, and operational excellence support. Our in-country, multi-lingual and seasoned business advisors are experienced working in multi-cultural environments.*

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# COMMERCIAL LEADERS - CIRCLE OF EXCELLENCE

## Target Audience:

- For International Commercial Leaders in Sales Management, Marketing Management, Business Development, and C-Suite Executives.

## Highlights / Benefits:

- Invest into, attract, and retain top talent
- Organizational & Career Development
- Exchange with Industry experts
- High level networking with Industry peers
- Stimulating learning in World-Class environments
- Host presentations & facility tour
- Best practice case studies
- Personalized Action Plan

## Format

- Monthly, ½ day interactive power roundtables
- 9-month Commercial action-oriented program: 10/22 - 06/23
- Each Monthly Session Includes:
  - Industry experts' thought-provoking content
  - Roundtable and benchmarking discussion
  - Peer Group networking
  - Personal Action Planning activities

## Investment:

- \$4,995 for 9-month program
- Individual coaching and mentoring add-on available

## About the Commercial Leaders' Circle of Excellence Coach:



**Tony Canonaco | Partner Commercial Growth Strategy and Operational Excellence**

As a commercially strong General Management Executive, Tony has led teams for public, private, family, and Private Equity owned organizations. He has consistently applied Lean Manufacturing Tools to both the production floor and Commercial processes for improved operating margins, working capital efficiency, and accelerated revenue growth. Tony has 25 years experience and a track record of delivering commercial and operational improvements that result in increases in Sales performance, revenue growth, and EBITDA expansion through strategy deployment, continuous process improvement, talent development, and cultures of high performance.

**About Altix:** We are the middle-market international industrial champions' management consulting partner. We provide business strategy, technology and innovation, and operational excellence support, in the world of advanced manufacturing and international supply chain.

## Topics

### International Strategy Development and Deployment

- Introducing Tools Designed to Help Commercial Leaders Formulate Strategy
- Creating Competitive Advantage – Local, Regional, & Global
- Clarifying and Planning the Path Forward

### Everyone is in Marketing

- Understanding International Differences and Focus
- Making Marketing the Headlights of a Business
- Creating the Customer Value Package

### Developing a Blueprint for Sales Force Excellence

- Strategies That Win With Customers
- Sales Management – A Key To Success
- Creating a Winning International Culture

### Sales Force Structure

- Linking International and Regional Sales Structure Design to Strategy
- Evaluating Alternative Types of Sales Organizations
- Understanding Team, Specialist, and Generalist Roles Within the Sales Structure

### New Business Development

- Sharpening the Sales Story
- Selecting Targets – Gaining International Agreement
- Winning Sales Calls

### Compensation And Goal Setting

- Understanding the Tradeoffs Between Different Types of Sales Incentive Compensation Programs
- Bridging Compensation Cultural Mindset Gaps Within International Companies
- Linking the Sales Organization to Corporate Strategy Through Sales Incentive Compensation

### The Power of a Pricing Process

- Linking Pricing To Product, Market, and Customer Strategies
- Avoiding Misleading Accounting
- Establishing International Value-Based Pricing With Service

### International Challenges Working With Distribution

- Understanding the Market Development Math
- Market Making Versus Market Serving
- Matching Channels to Market Segments

### The Rise of Business Intelligence and Data Analytics

- Developing a Local, Regional, and Global Perspective
- Avoiding Digital Exhaust
- Measuring Everything & Nothing - Improving Decision Making

**Contact:** To learn more and to reserve a seat please contact [andreas.brockmann@altixconsulting.com](mailto:andreas.brockmann@altixconsulting.com)