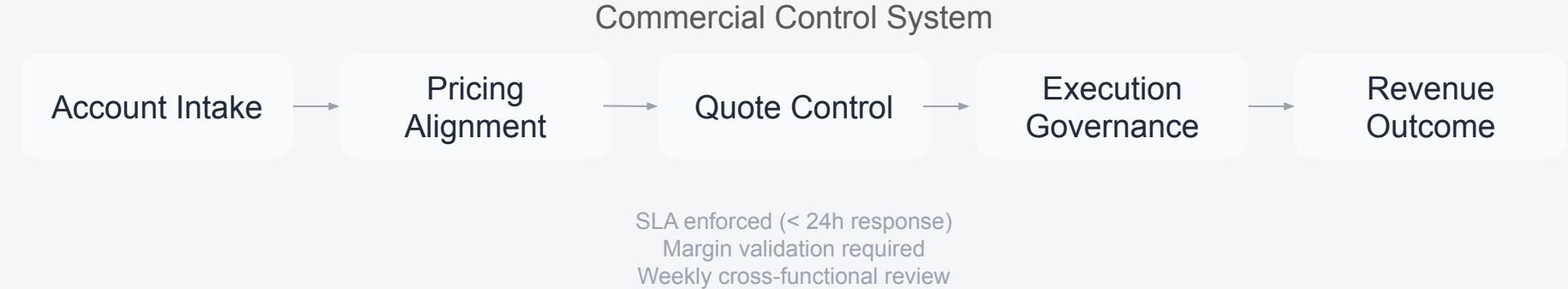


Revenue Execution & Cross-Functional Alignment Model



Execution Governance & Commercial Controls

COMMERCIAL DISCIPLINE

CROSS-FUNCTIONAL CONTROL

Execution Standards

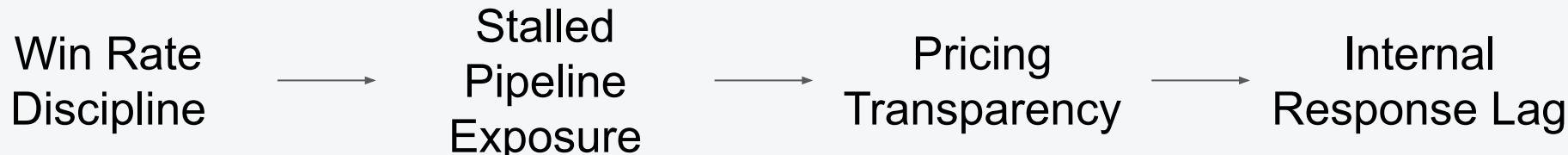
- 24-hour response SLA
- Mandatory pricing validation prior to quote release
- Structured follow-up cadence (Day 3 / 7 / 14)
- Escalation trigger for stalled opportunities

Cross-Functional Alignment

- Weekly Sales + Operations sync
- Defined account ownership model
- Margin visibility before commercial approval
- Structured win/loss review loop

Governed execution eliminates revenue leakage and internal friction

Commercial Performance Alignment



Commercial Outcome

Predictable Revenue
Reduced Friction
Protected Margin