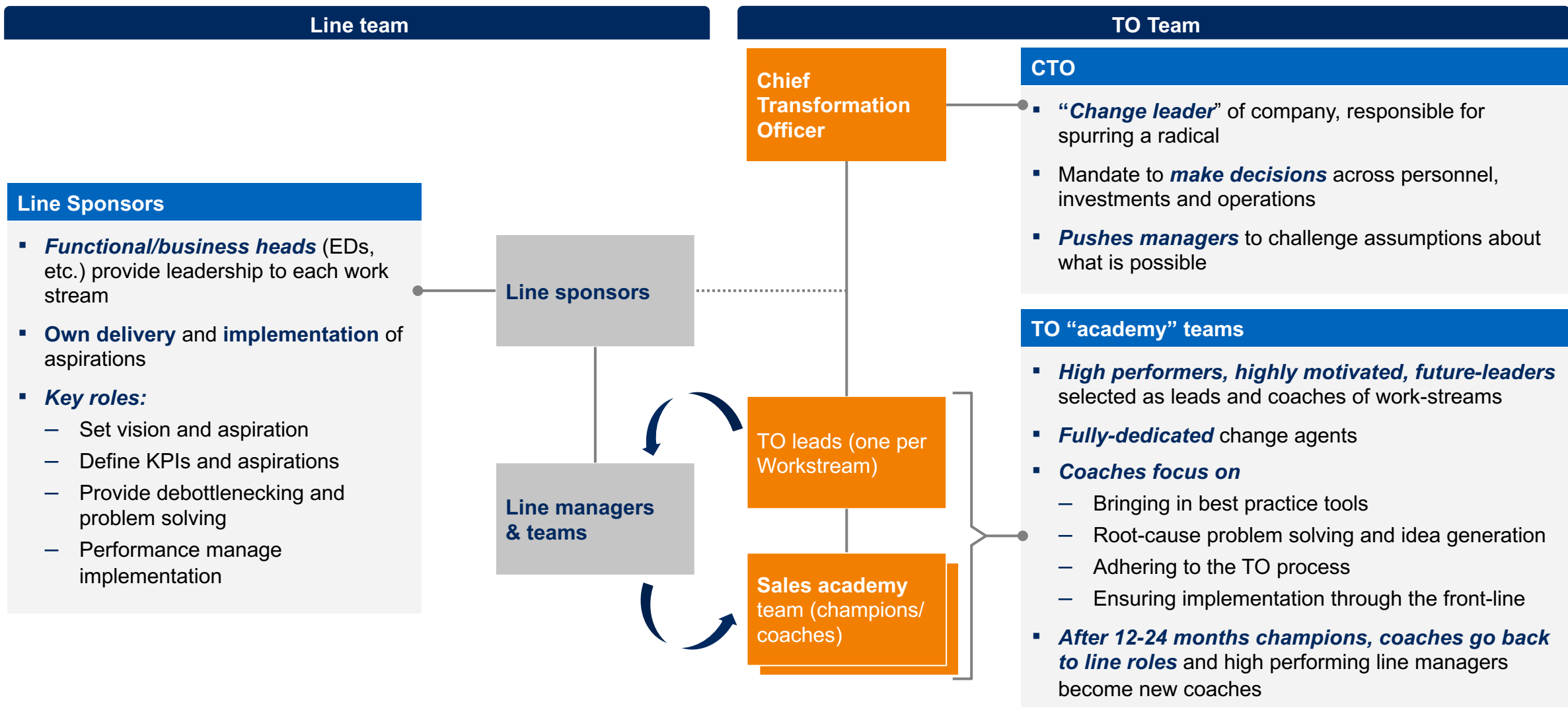


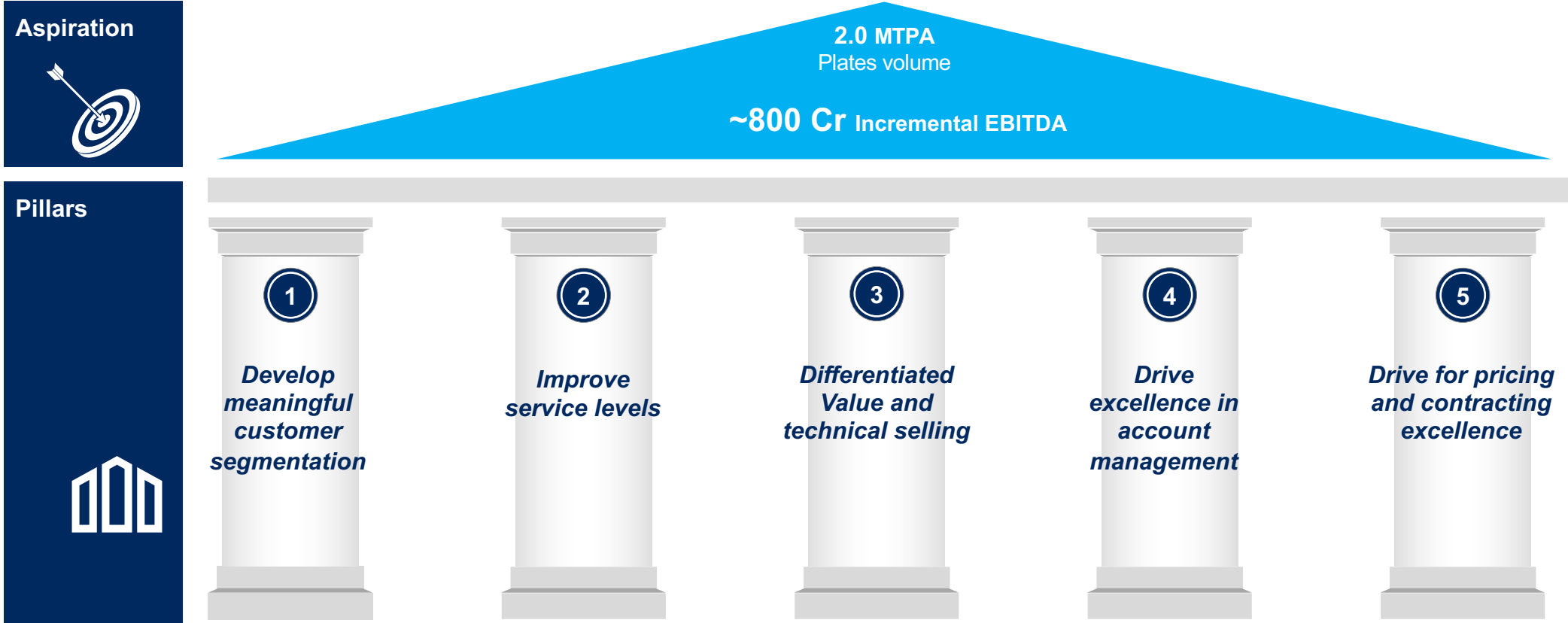
Growth based RTS approach

Client context	Approach	Impact
<ul style="list-style-type: none">▪ Growth based RTS program – strategy design to implementation in six weeks. Combine the best of Transformation Office (TO) and Sales Academy approach to accelerate impact▪ New disruptive Vertical sales (VIP) approach – sales, technical engineers, plant members team up to enable value selling to key accounts▪ Segmented approach to enable prioritization of key accounts and optimize resource allocation and service levels▪ Brand building in B2B – Enabled best in class service on points of parity and points of distinction vis-à-vis next best alternative	<ul style="list-style-type: none">▪ Tailoried RTS recipe to deliver rapid Sales acceleration and growth▪ Developed detailed sales playbook to deploy the VIP approach to customer engagement▪ Vertical sales teams formed under VIP (value improvement) program with cross functional sales, technical, manufacturing and logistic. VIP teams work with key accounts to focus on 'Value' versus 'Volume'▪ Implemented significant process changes across price setting and approval, S&OP management and demand planning▪ Conducted growth academy in McKinsey Capability Centre involving cross functional teams (sales, plant, engineers and S&OP) to simulate the VIP approach with trained senior client personnel as 'Coaches'	<ol style="list-style-type: none">1. Bottom line impact: Identified potential of ~\$120M EBITDA (110% increase over baseline) across commercial levers. Demonstrated impact in key accounts through “Rapid Prototyping” approach2. Speed: Combine ‘Academy’ approach with ‘RTS’ recipe to complete diagnostic, idea creation, design process changes, rapid prototyping and scale-up within 6 weeks of starting the program (50% faster !)3. Mindset: From “volume” to “value creation.4. New commercial capabilities: Academy for ‘Vertical Sales teams’ – sales, technical sales, production and logistics. Embedded digital tools and new commercial processes (e.g., pricing, S&OP) <p>Where is impact opportunity ...</p> <p>End-to-end rapid growth transformation including strategy development and implementation for distressed clients CXOs targeting rapid turn-around of B2B companies</p>
<p>Client name: X Team set-up: X Fees Structure: X</p>	<p>What was unique: X</p>	

Tailored RTS recipe: TO architecture and Academy approach combined to accelerate timelines for impact



Sales playbook : Five key pillars defined and executed upon to deliver commercial and technical excellence to customers



Get the basics right: 100% compliance to delivery and quality (no rejections) is a non-negotiable

Customer education is key to success: Don't sell to the customer; help the customer sell better

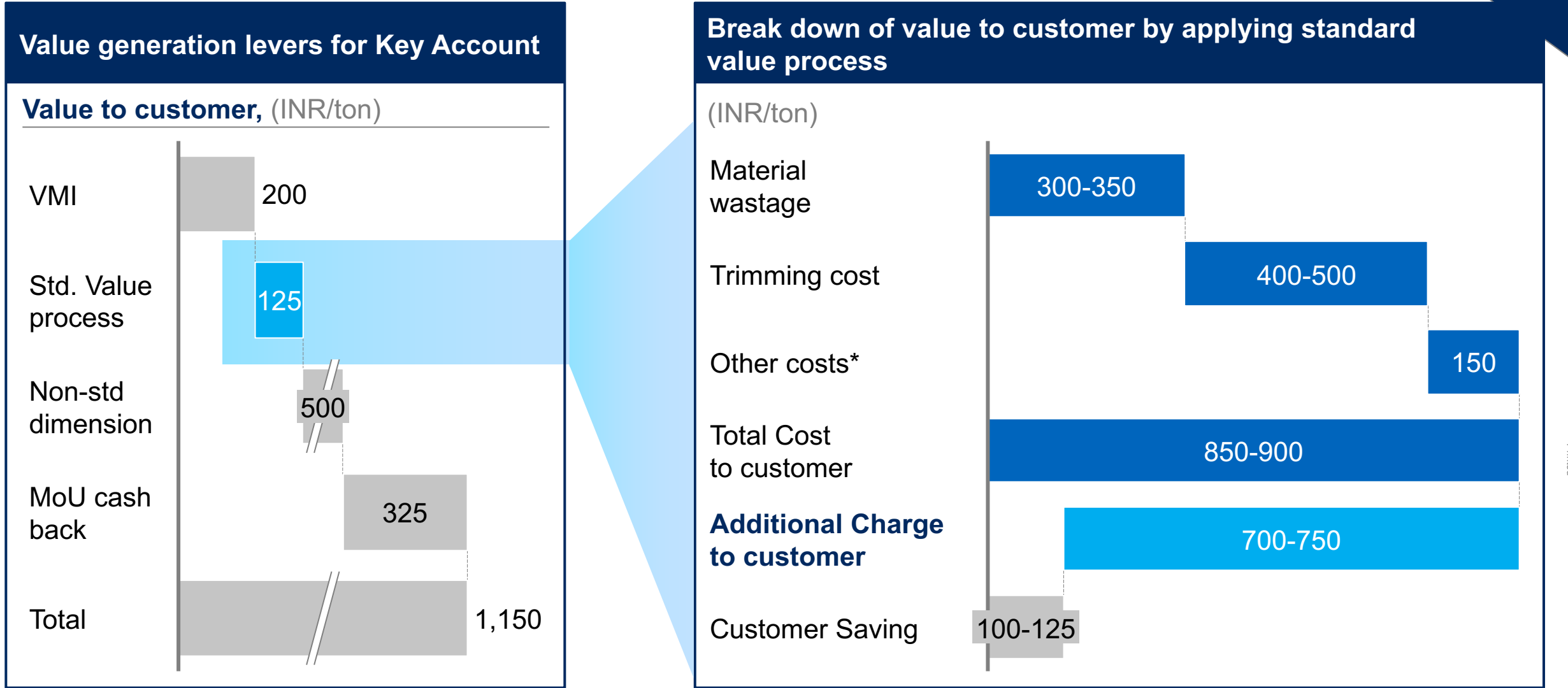
Branding is a consequence: Consistency in service and value delivery is what builds the brand

Vertical sales teams: VIP approach institutionalized for key accounts



New opportunities identified to create value for the customers

Value selling illustrated through Vertical sales teams



For more details, please reach out to...

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