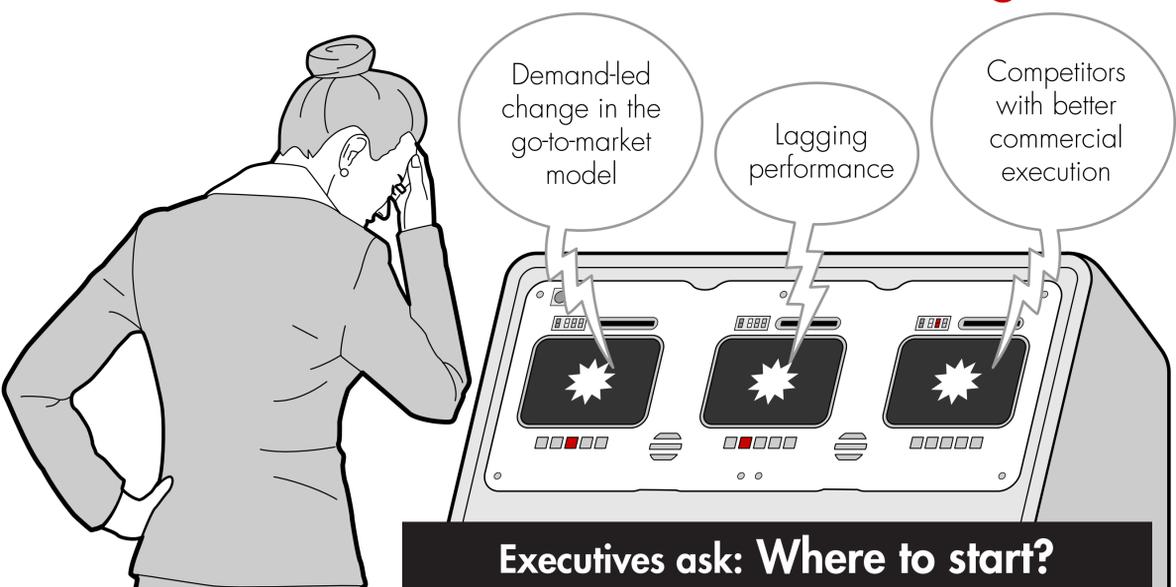


An X-ray for Your Sales Ailments

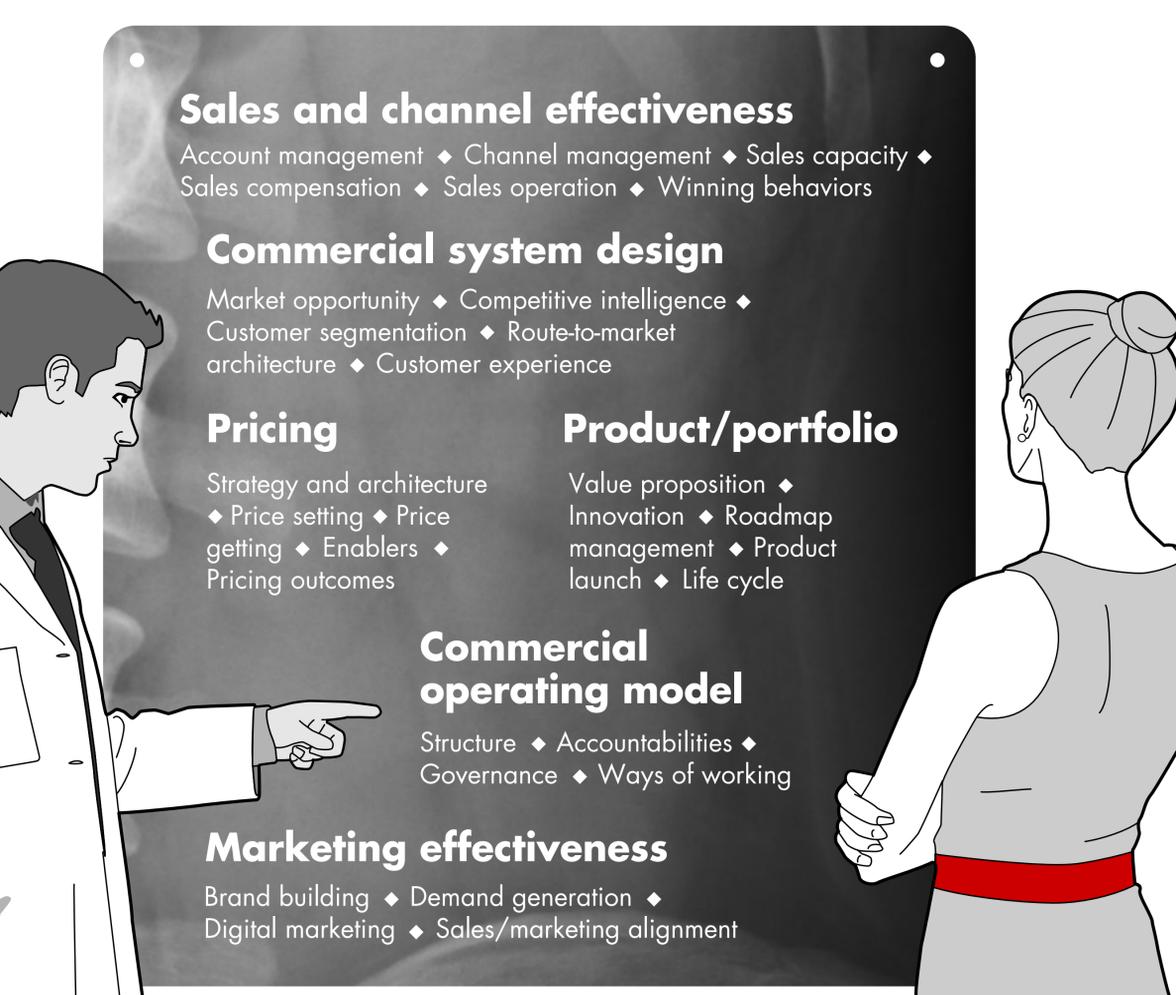
How sales leaders can diagnose and mend the gaps in their go-to-market models.

Sales leaders face common challenges



Diagnose which capabilities matter most

Take a broad view across six categories, then prioritize those that matter most to your industry and commercial model.



Winners see a **3- to 5-percentage-point** boost in profit margin and higher revenue growth

Six common patterns of failure



A prescription for commercial excellence

Top performers share common traits, helping them boost revenue and gain market share.

Take a holistic view

All aspects of the commercial engine are highly interconnected.

Diagnose your situation

Take a real-time assessment of which capabilities are key to master and those at which you can be "good enough."

Fill the gaps

Address holes in performance through a concerted plan before moving on to secondary issues.

Know where to catch up

Identify the areas where you lag best-practice companies.

Focus on the critical

Invest in the interlinked capabilities that are most important to your company's situation.



Read more:

[Choosing Your Next Go-to-Market Investment](http://www.bain.com/go-to-market)
www.bain.com/go-to-market