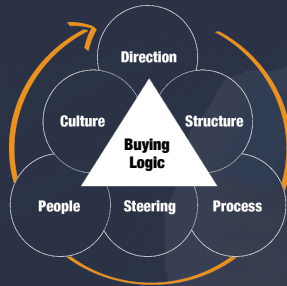


# COVID-19 RESPONSE DIAGNOSTIC

An effective tool for sales and marketing leaders to use when setting the course towards the new normal

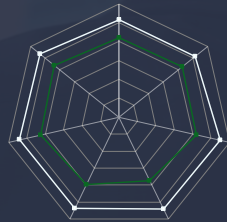
## ABOUT

- Helps you quickly and with precision decide how to respond to the crisis
- Provides your leadership team with a framework for how to move forward
- Utilizes research-based insights and cross-industry best practices to evaluate commercial effectiveness
- Covers key aspects of commercial effectiveness (adapted to the current situation)



## OUTCOMES

### GAP ANALYSIS



### IMPROVEMENT INITIATIVES



### EXECUTION ROADMAP



## PROCESS

- Fill in the contact form on our website, call or e-mail to get started
- Meet with us via phone or video to align on expected outcomes and plan for the diagnostic (15-30 min)
- Complete self-assessment survey - alone or with your team (30-60 min)
- Meet with us again to discuss gaps to fill, how and by when to generate results that meet and exceed expectations (60-90 min session)