

# Acceleration Modules White-book / Play-book

Documenting your current or recently updated RTM model translates strategy and vision into an operational handbook, enabling the sales and distribution organization to execute consistently and scale best practices across markets

## Our approach

~ 4-6 weeks



### Customer Pain Points

- A new RTM has been defined, but the organization **lacks a practical way to translate it into day-to-day execution**
- **Current ways of working are legacy-based**, fragmented, and insufficiently documented
- **Capability building and onboarding are slowed down** by the absence of a clear reference document, roles, routines, and execution standards

### Methodology

Validate and codify the model through targeted workshops and document review

- Review existing RTM design, project outputs, and available documentation
- Run alignment workshops to validate roles, routines, standards, and decision rules
- Structure and codify the agreed model into a practical playbook by channel and function
- Translate the content into clear operational guidance, governance, KPIs, and training

### Key Inputs

Combine existing RTM outputs, internal documents, and field knowledge

- Current RTM design and project outputs
- Existing SOPs, org charts, roles and routines, and training material
- Customer / channel segmentation, service levels, and execution guidelines
- Sales force, distributor, logistics, and customer service ways of working
- Available sell-in / sell-out, audit, and market information
- Management interviews and validation workshops

### Deliverables

Single source of truth that converts strategy into repeatable execution, faster capability building, and stronger alignment across the commercial organization

- Comprehensive RTM / commercial playbook documenting channel strategy, outlet segmentation, service model, and route-to-market logic
- Clear roles, responsibilities, routines, governance, and ways of working across field sales, supervisors, customer service, and 3rd parties
- Execution standards by channel / segment including assortment, service package, activation, cooler / POSM guidelines, and key decision rules
- KPI framework, reporting cadence, training content, and onboarding material to sustain adoption of the model

### Example Playbooks content

