

Frontier Partnership Group

FPG

PRACTICAL DIAGNOSTIC

The Commercial Growth Review.

A focused self-assessment to reveal where revenue is being lost, where opportunity is being missed and what to prioritise next.

STRATEGIC PARTNERSHIPS. NEW MARKETS. COMMERCIAL GROWTH.

frontierpartnershipgroup.com

1. Direction & focus

Score each statement: 0 = not in place, 1 = inconsistent, 2 = working well.

1. We can clearly describe our ideal client and highest-value opportunity.

☐	☐	☐
0	1	2

2. Our commercial priorities are specific, understood and measurable.

☐	☐	☐
0	1	2

3. Our team knows which markets, accounts and partnerships matter most.

☐	☐	☐
0	1	2

4. We actively stop low-value activity that distracts from growth.

☐	☐	☐
0	1	2

Section score: ____ / 8 Evidence or action: _____

2. Pipeline & activity

Score each statement: 0 = not in place, 1 = inconsistent, 2 = working well.

1. Our pipeline reflects genuine qualified opportunities.

☐	☐	☐
0	1	2

2. Every opportunity has a clear next action, owner and date.

☐	☐	☐
0	1	2

3. We track conversion, value, stage and source consistently.

☐	☐	☐
0	1	2

4. Senior leaders have an honest view of forecast risk.

☐	☐	☐
0	1	2

Section score: ____ / 8 Evidence or action: _____

3. Partnerships & relationships

Score each statement: 0 = not in place, 1 = inconsistent, 2 = working well.

1. We know which organisations can accelerate access or credibility.

☐	☐	☐
0	1	2

2. Each priority relationship has a compelling mutual-value proposition.

☐	☐	☐
0	1	2

3. We maintain relationships before an immediate sale exists.

☐	☐	☐
0	1	2

4. Introductions and referrals are a managed growth channel.

☐	☐	☐
0	1	2

Section score: ____ / 8 Evidence or action: _____

4. Market & proposition

Score each statement: 0 = not in place, 1 = inconsistent, 2 = working well.

1. Our proposition explains commercial value, not simply capability.

☐	☐	☐
0	1	2

2. We understand why clients choose us and why they hesitate.

☐	☐	☐
0	1	2

3. Our evidence, case studies and language build confidence.

☐	☐	☐
0	1	2

4. We adapt the route to market by sector, geography and buyer.

☐	☐	☐
0	1	2

Section score: ____ / 8 Evidence or action: _____

5. Team & capability

Score each statement: 0 = not in place, 1 = inconsistent, 2 = working well.

1. People can open confident commercial conversations.

☐	☐	☐
0	1	2

2. Managers coach behaviours as well as inspect numbers.

☐	☐	☐
0	1	2

3. CRM use supports decisions rather than administration.

☐	☐	☐
0	1	2

4. Training is reinforced through practice and accountability.

☐	☐	☐
0	1	2

Section score: ____ / 8 Evidence or action: _____

YOUR RESULT

Turn the score into action.

Add the five section scores for a total out of 40.

0–15 Foundations first

Create focus, define ownership and establish a reliable commercial rhythm.

16–27 Opportunity is leaking

Prioritise the weakest two areas and turn them into a 90-day action plan.

28–34 Strong, but inconsistent

Tighten execution, capability and measurement to make growth repeatable.

35–40 Ready to scale

Protect what works and invest in the next market, partnership or capability.

Want an objective view?

Send your score to Christian for a practical, no-obligation conversation.

frontierpartnershipgroup.com/contact.html