Category

Commercial Excellence

Commercial Excellence in Regulated Industries Playbook

Building sales velocity in industries where compliance review is a genuine part of the sales cycle

- Practitioner
- Intermediate
- Template Included

- Administrator
- 10 January 2022
- 3 minute(s)

Overview

A framework for commercial excellence in regulated industries — integrating compliance and regulatory review into the sales process design from the outset, rather than treating compliance as an external constraint that repeatedly disrupts an otherwise standard sales motion.

Does operating in a regulated industry inevitably mean slower

sales cycles than unregulated competitors? Compliance review adds genuine time, but organizations that integrate compliance into sales process design from the outset — rather than treating it as a disruptive external constraint — typically achieve meaningfully faster

cycles than those that bolt compliance review onto an otherwise unchanged standard sales process.

What's the most common commercial excellence mistake specifically

in regulated industries? Designing sales process around a standard, unregulated-industry sales motion and treating compliance review as an unplanned interruption, rather than integrating compliance checkpoints into the process design itself from the start.

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