

Commercial growth. Designed. Delivered.

Blossomator identifies your strongest growth opportunities: untapped demand, overlooked markets, more business with existing customers. We bring the strategy, organisational design, processes and tools to align your commercial teams around those opportunities, with AI at the heart of how they work and compete. Working alongside your team, we lead and deliver the changes that turn growth potential into revenue.

7 CONNECTED LENSES FOR 1 OUTCOME: PROFITABLE REVENUE GROWTH

Commercial strategy & go-to-market

Where to compete, what value to create and how buyers choose.

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|---|---|---|--|
| 1 | Offer & value
Customer value, differentiation and pricing | 2 | Markets & customers
Segments, buying groups and triggers |
| 3 | Buyer journey & routes to market
Discovery, buying decisions, channels and partners, including AI-assisted journeys | 4 | Message & proof
Positioning, messages, customer evidence and reasons to choose |

Revenue execution

How that value becomes revenue.

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|---|--|
| 5 | Demand generation & engagement
Website, content, sales materials, campaigns and events |
| 6 | Sales
Capability, value, progression and coaching |
| 7 | Customer value & growth
Adoption, outcomes, retention and expansion |

COMMERCIAL OPERATING SYSTEM

The foundations that make the seven lenses work together.

People & organisation

Roles, capability, human and AI work

Technology & AI

Tools, agents and automation supporting commercial decisions and execution.

Process & governance

Workflows, handoffs, decision rights

Measurement & economics

Performance, contribution, ROI

Customer intelligence

Data, insight, learning loops

Change & leadership

Adoption, incentives, behaviours

We don't deliver change. We make change deliver.

We pursue the strongest opportunities and address the constraints on growth, working alongside your team. An engagement can focus on one priority or several connected parts of the commercial system.

HOW WE WORK

WHAT YOU TAKE FORWARD

1	Diagnose Understand the system, customer outcomes and growth potential.	Evidence, baseline and the opportunities or constraints that deserve attention.
2	Prioritise Locate the greatest value at stake and decide what to change first.	A focused set of interventions, with a business case and clear priorities.
3	Change Build, strengthen or redesign the commercial parts that matter.	Changes to the offer, routes to market, commercial capabilities or ways of working.
4	Embed Make the change work through roles, processes, tools and leadership.	Clear ownership, skills, coaching and a management cadence.
5	Measure Follow each intervention through to customer and business value.	Observable results, value and ROI, with evidence to adjust the next action.

THE 'SO WHAT?' TEST

Customer value.
Profitable growth.

Change

What did we actually alter?

Observable result

What became different?

Why it matters

Which outcome moved?

Value / ROI

What value did it create?

Further.

Untapped demand and markets.
More business with customers.

Faster.

Focused priorities.
Hands-on commercial execution.

Stronger.

Commercial capabilities and
processes that sustain performance.

Together.

Leadership and implementation
alongside your team.