



Consulting and Training | Reach New Heights

Course Name

Commercial Alignment Across the Customer Journey

Sector Name

Sales, Marketing and Customer Service

Document Type

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Commercial Alignment Across the Customer Journey

Course Introduction

Customers experience an organization as one business, even when the organization itself operates through separate marketing, sales, and service functions. When these functions work with different priorities, messages, customer information, or definitions of success, gaps begin to appear, marketing may create expectations that sales conversations do not reinforce, sales may make commitments that service teams cannot consistently deliver, and valuable customer insights may remain trapped within individual departments.

BOOST Consulting & Training presents **Commercial Alignment Across the Customer Journey** as a practical program designed to connect marketing promises, sales interactions, and service delivery into one coherent commercial journey.

Participants will learn how to identify cross-functional disconnects, align customer expectations and commercial priorities, improve handoffs and flow of information, and establish shared practices that create stronger customer continuity while supporting sustainable commercial performance.

Commercial Alignment Across the Customer Journey

Target Audience

This program is designed for Marketing, Sales, and Customer Experience Managers, Commercial Managers, and cross-functional leaders responsible for customer journey performance.

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Commercial Alignment Across the Customer Journey

Learning Objectives

- ✓ Identify disconnects between marketing, sales, and customer service across the customer journey.
- ✓ Map how customer expectations and information move between commercial functions.
- ✓ Align marketing promises, sales commitments, and service delivery.
- ✓ Improve critical customer handoffs and cross-functional coordination.
- ✓ Establish shared customer and commercial priorities across teams.
- ✓ Use customer and performance signals to identify alignment gaps.
- ✓ Develop practical mechanisms for sustaining commercial alignment.

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Commercial Alignment Across the Customer Journey

Course Outline

✓ DAY 01

Seeing the Customer Journey as One Commercial System

Connecting the Commercial Functions

- ✓ Exploring how marketing, sales, and service collectively shape customer outcomes
- ✓ Identifying dependencies between attraction, conversion, delivery, and retention
- ✓ Recognizing the commercial cost of fragmented customer experiences

Mapping the Current Commercial Journey

- ✓ Tracing customer expectations, interactions, and commitments across functions
- ✓ Identifying ownership at critical stages and transition points
- ✓ Building a Cross-Functional Customer Journey Map

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Course Outline

✓ DAY 02

Diagnosing Where Alignment Breaks Down

Finding Customer Experience Disconnects

- ✓ Identifying gaps between what customers are promised, sold, and ultimately receive
- ✓ Detecting inconsistent messages, duplicated effort, and conflicting customer interactions
- ✓ Assessing how internal disconnects influence trust and customer effort

Finding Commercial Disconnects

- ✓ Recognizing competing targets, priorities, and definitions of customer value
- ✓ Identifying information gaps that weaken commercial decisions
- ✓ Prioritizing alignment issues according to customer and business impact

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Course Outline

✓ DAY 03

Designing Stronger Cross-Functional Handoffs

Improving Customer Transitions

- ✓ Identifying information required at each critical commercial handoff
- ✓ Clarifying ownership before, during, and after customer transitions
- ✓ Reducing customer repetition, uncertainty, and dropped commitments

Creating Continuity Across Functions

- ✓ Aligning marketing messages with sales conversations and service expectations
- ✓ Establishing shared customer context across commercial teams
- ✓ Designing a practical Commercial Handoff Protocol

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Course Outline

✓ DAY 04

Aligning Decisions Around Customer and Commercial Value

Creating Shared Commercial Priorities

- ✓ Defining outcomes that matter across marketing, sales, and service
- ✓ Balancing acquisition, conversion, experience, retention, and customer value
- ✓ Resolving cross-functional trade-offs without losing customer continuity

Building Shared Performance Visibility

- ✓ Connecting functional measures to end-to-end customer outcomes
- ✓ Identifying indicators that reveal alignment problems early
- ✓ Creating a Cross-Functional Commercial Scorecard

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Course Outline

✓ DAY 05

Sustaining Commercial Alignment

Building Alignment into Ways of Working

- ✓ Establishing cross-functional routines for customer and commercial decisions
- ✓ Defining accountability for recurring journey gaps and improvement actions
- ✓ Creating feedback loops that move customer insight across functional boundaries

Commercial Alignment Challenge

- ✓ Diagnosing a fragmented customer journey through an integrated business simulation
- ✓ Redesigning handoffs, priorities, information flow, and accountability
- ✓ Developing a Commercial Alignment Action Plan for workplace implementation

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Dec. 21, 2026	Dec. 25, 2026	5 days	4250.00 \$	UAE , Dubai

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