



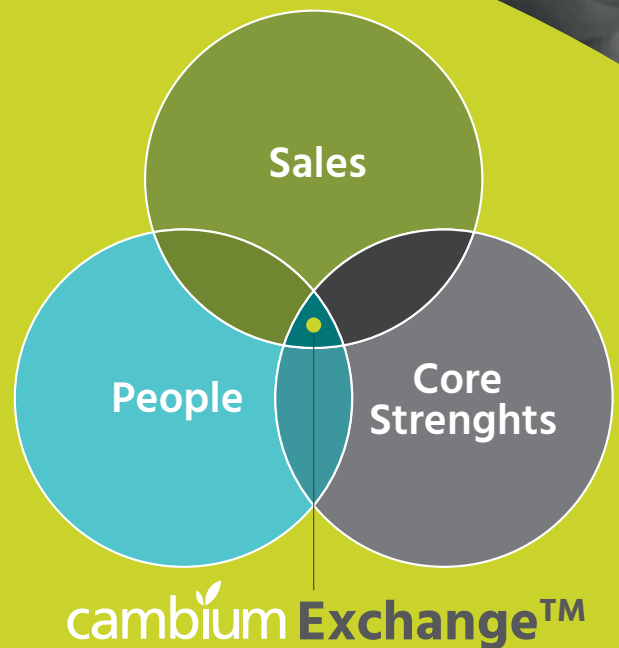
The Cambium Exchange™

A Unique Process for Innovation Acceleration

Innovative ideas are vital to success in the marketplace. However for every technological advance that achieves widespread market adoption there are unfortunately always many others that fail to achieve market acceptance.

Analysis of these failures shows that the root cause often lies in a misalignment of three key strategies:

1. Choice of Sales Pathway to take their product or offering to the marketplace
2. Understanding of a company's true Core Strengths and how this can be fully leveraged
3. People Mobilisation within the business to create a co-ordinated and sustained breakthrough into the market



By creating greater clarity, focus and alignment on Core Strengths and People Mobilisation and the most effective Sales Pathway, Cambium enables a business to capitalise on its innovation more rapidly and to exploit its market opportunity more effectively.

What really differentiates this approach is that we support our clients in the appropriate selection and development of these strategies, whilst simultaneously securing, buy-in and personal commitment of key business participants.

To explore how Cambium can help you grow your sales just email us info@cambiumllp.com or call us on **0845 638 3280**



The **Cambium Exchange™** is customised to the needs of each client, and begins with an assessment of the client's business, people and market in relation to their readiness to drive Sustainable growth.

Tools used in this assessment include:

- Identification of core business goals with the business owners or directors
- Assessment and diagnosis of potential inhibitors to achievement of corporate objectives
- One-to-one interviews with key stakeholders
- Creation of a shared understanding of best market segments and sales opportunities for the business
- A detailed sales action plan for exploiting chosen market opportunities and growth in sales. It is this plan, built by the key players in the business, which creates the solid platform for scalable growth.

The findings of this assessment are then reviewed with the management team to enable the customised design of an 'Exchange' event. Rapid, consistent results – Each Cambium Exchange™ event provides a consistent set of deliverables:

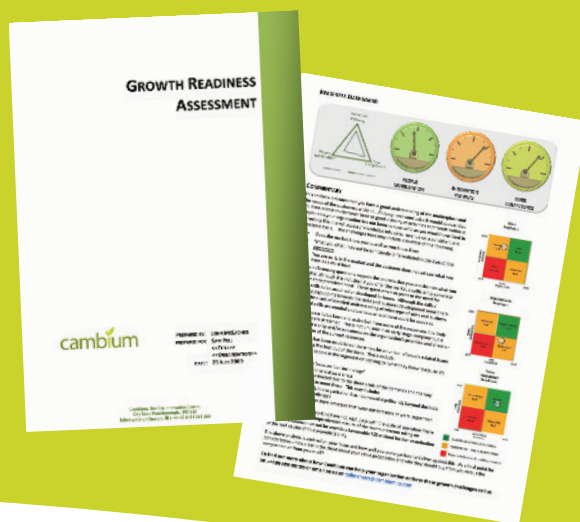
- The identification of business, people and market inhibitors to sales growth
- Clarity and agreement on the businesses core strengths and capabilities

A Cambium Exchange™ can be completed within 10 working days from initial contact, subject to the availability of key client stakeholders. This includes a detailed Report of all the outputs within 48 hours of the Exchange to ensure that the momentum created in the Exchange is maintained.

Growth Assessment

Take our questionnaire to see how well prepared you are for making the most of your innovation in the market and get a free dashboard readout together with a commentary of the diagnoses for each of the dashboard metrics.

For more information email – info@cambiumllp.com



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