

CORPORATE ◀ ◀ ◀ CERTIFICATION

Guidelines ▶ ▶ ▶



www.cei-certification.org

BENEFITS

In today's competitive landscape, businesses need more than strong performance - they need credibility, differentiation, and a growth story. This certification is a strategic asset, building stakeholder trust and unlocking new opportunities for success.



Enhanced Investment Valuation

Certification boosts business attractiveness, valuation multiples, and exit price



Higher Earnings & Profitability

One point improvement in Comex Maturity leads to an incremental 5%-8% yearly EBITDA growth



Attractive Financing Opportunities

Lowers risk profile, leading to better debt financing terms for investors



Talent Attraction & Retention

Certification strengthens the organization's reputation, making it attractive to top talent



Risk Mitigation

Ensures disciplined, sustainable commercial practices, reducing operational and market risks



Enhanced Transparency

Standardized tracking of processes and performance for better investor oversight



Faster & More Efficient Scaling

Provides scalable commercial processes, supporting rapid expansion in new markets



Strategic Focus & Execution

Aligns management on revenue generation, market responsiveness, and best practices



Market Differentiation

Establishes the company as a leader in ComEx, driving long-term value



Shareholder Confidence

Strengthens investor-management trust and board-level strategic alignment.

HOW WE OPERATE

PURPOSE

The Corporate Comex Certification **provides a structured framework to assess and enhance a company's commercial excellence capabilities.** This certification serves as a benchmarking tool that helps organizations identify gaps, track leadership progress, and implement best practices that drive sustained EBITDA growth.

PROCESS

- 1. Application Submission:** Submit the certification application, outlining your organization's core competencies and commitment to commercial excellence.
- 2. Documentation and Data Review:** Systematic gathering of relevant documents and data to understand the organization's commercial practices. By analyzing this information, auditors can identify key trends, identify areas that need deeper investigation, and uncover potential inefficiencies or gaps in compliance with established standards.
- 3. Process Walkthroughs and Observation:** Auditors conduct detailed walkthroughs of critical workflows across various functions such as sales, marketing, and pricing. By observing these processes, the audit team can assess operational efficiency, effectiveness, and alignment with best practices.
- 4. Interviews and Surveys:** Engaging with key stakeholders through structured interviews and surveys is essential for understanding the perspectives and insights of those directly involved in commercial operations. This phase assesses the degree of alignment with the organization's strategic objectives, as well as adherence to industry best practices in commercial excellence.
- 5. Objective and Unbiased Evaluation:** To ensure objective evaluation, the audit process includes the comparison of the organization's metrics with established industry benchmarks. This objective analysis allows auditors to measure the effectiveness of current commercial practices and identify discrepancies that could indicate areas for enhancement.
- 6. Risk Identification and Assessment:** This phase focuses on evaluating the organization's business risk management practices within its commercial processes. By identifying potential vulnerabilities and assessing the effectiveness of existing controls, auditors can highlight areas where the organization may be exposed to financial, operational, or reputational risks.
- 7. Findings and Recommendations:** The final document outlines the key findings of the audit and provides recommendations to enhance overall commercial performance.

SUSTAINING EXCELLENCE

Stay Certified,
Stay Competitive



EXPIRATION AND RENEWAL

Annual Expiration: Corporate Certifications have a 1-year validity. Organizations are required to renew their certification each year to maintain their certified status.

Renewal Submission: Organizations must submit a renewal application, providing updated documentation as needed and paying the renewal fee.

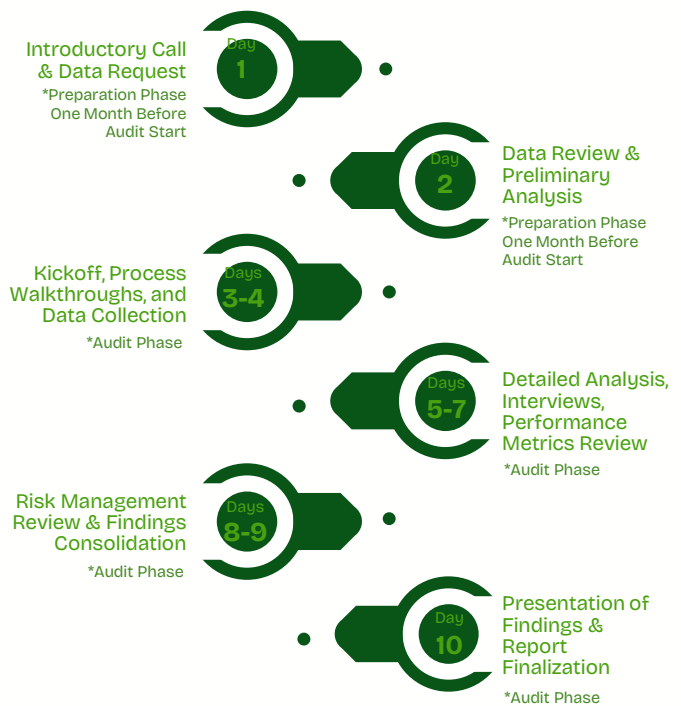
Review for Renewal, Upgrade, or Downgrade: During the renewal process, CEI reviews the organization's performance and adherence to standards over the past year. Based on the review:

- **Confirmation:** The organization retains its current certification level if standards are maintained.
- **Upgrade:** If the organization demonstrates significant improvements, it may be eligible for an upgraded certification level.
- **Downgrade:** If the organization fails to meet certain standards, the certification level may be downgraded, or corrective actions may be required to maintain certification.

Periodic Audits: In addition to the annual renewal, CEI may conduct surveillance audits periodically to ensure continued compliance and quality standards.



TIMELINE



LAYING THE FOUNDATION: SURVEYS & DATA



Surveys

To support the organization's journey toward Corporate Certification, we are conducting structured surveys to assess awareness, alignment, and effectiveness of key commercial excellence practices. These surveys aim to gather insights on existing policies and procedures related to **sales performance, strategic alignment, marketing effectiveness, pricing strategy, and organizational capabilities**. There are two distinct surveys:

- 1. Leadership Audit Survey** – Focused on leadership's perspective on Commercial Excellence, identifying strategic priorities and areas for improvement.
- 2. Commercial Teams Audit Survey** – Designed to capture the awareness and adoption of commercial excellence practices within teams.

Data Request

1. General Information

- List of key stakeholders and their roles, contact details of SPOC.

2. Governance & Management

- Reports shared with management and their frequency.
- List of key management meetings and training documentation.

3. Strategy & Commercial Insights

- Customer insights, market analysis, and segmentation data.

4. Growth & Customer Engagement

- Market sizing, customer/prospect databases, and account rankings.

5. Performance & Marketing

- Marketing ROI, campaign performance, and pricing strategy.
- Customer satisfaction reports and retention metrics.

6. Organization & HR

- Org charts, training records, incentive plans, and performance KPIs.
- Talent development, recruitment policies, and succession planning.

7. Innovation & Risk

- Data on commercial investments, innovation pipeline, and risk assessments.

8. Technology & Systems

- CRM, ERP, and analytics tools in use.

UNDERSTAND THE LEVELS & WHAT YOU'LL GAIN

Certification levels reflect your CXC expertise:



Starter



Emerging



Scaler



Established



Advanced



Industry Leader

At the start of its CXC journey, lacking formal processes. Decisions are reactive with minimal data-driven insights, and strategy-execution alignment is weak, leading to inconsistent results.

Has begun exploring CXC, but efforts remain fragmented. Processes exist but lack consistency and integration. While CXC's value is recognized, execution challenges persist, leading to sporadic performance gains.

Applies CXC principles consistently across functions. Standardized processes drive measurable outcomes, collaboration improves, and awareness grows. Successful initiatives scale, though execution gaps persist.

Has a solid CXC foundation with repeatable, documented processes. Data-driven decisions improve outcomes, though optimization continues. Strategy and execution are aligned, supported by leadership.

Has a mature CXC framework with integrated, data-driven systems enabling predictive insights. Strong collaboration, accountability, and ownership drive sustained growth and operational excellence.

Operates at best-in-class standards with dynamic, fully integrated processes. It drives innovation, sets benchmarks, shapes best practices, identifies opportunities, and adapts swiftly to change.

What will you receive

- A comprehensive and objective Report across the core 10 Value Creation Drivers with heatmaps on processes and systems
- Improvement recommendations
- A blockchain Certificate and Badge

