

The Centrae Process

Accelerate profitable revenue growth in a scalable, repeatable, cost-effective way with a unique combination of technology and professional services to optimize performance and operational excellence and grow company value.



Centrae GTM Advisor

We'll pair you with a Go-to-Market (GTM) Advisor well-versed in sales and marketing best practices to help your team identify opportunities, build solutions, and implement them in your business.



1 Identify Challenges

With targeted reports that highlight your business' strengths and opportunities, each Centrae Assessment is facilitated in partnership with your Centrae GTM Advisor to help you quickly uncover opportunity gaps that hold back growth.



2 Create a Roadmap

Based on your assessment results, business leadership insights, and proven processes, your Centrae GTM Advisor partners with you to create a plan that guides your leadership team through the process of optimizing your resource investments to maximize business impact.



3 Build Solutions

Your Centrae GTM Advisor partners with you to leverage tailored insights, build strategies and processes rooted in best practices, and review recommended solutions with your team.



4 Implement Solutions

Your Centrae GTM Advisor walks alongside your business leaders to implement solutions to refine sales and marketing processes and optimally configure your GTM technology stack.



5 Assess Results

Business teams are held accountable to established goals and objectives by tracking progress against milestones, measuring impact through KPIs, and reporting results to key stakeholders.