

Commercial Narrative Sprint

Trigger window: 6–12 months pre-launch (8–14 months for regulated categories).

When to call us — the fire: Cross-functional misalignment on the product narrative. Marketing and sales tell one story, engineering hears another, scientific affairs and application engineering have their own lists, executives hear a fourth. Decisions deferred. The launch window narrows.

What you get: Locked product narrative, sales enablement skeleton, pricing corridors, and MarCom brief. Alignment forced across functions through structured decision-driving sessions — not synthesis from a deck.

Duration: 6–8 weeks. Fixed scope, fixed fee. \$18,000–\$25,000.

Proof: Filtek Easy Match — first Solventum Dental launch in four years. Executed during hard-spin from 3M, alongside a Solventum incumbent in a crowded category. Director engaged an outside narrative consultant to pressure-test positioning and reason-to-buy before agency creative. Three months of daily standups compressed over a quarter of delay into six weeks. Framework-skeptical insider turned framework-validated launcher — now productizing the work performed on me.

