



Commercial Transformation Advisory & Consulting

Hello.

Dive into my pages
and find the solution
that's perfect for you.



Commercial Transformation Advisory

One parent offer for businesses that need stronger growth mechanics, cleaner revenue control and better operational intelligence.

Commercial Transformation Advisory is the parent offer for UK SMB and mid-market B2B and B2B2C organisations whose commercial system is no longer keeping pace with growth.

It is designed for businesses where the real problem is not isolated to one function.

The issue sits across market focus, demand creation, qualification, forecasting, handoffs, reporting, workflow efficiency and management control.

This is not generic transformation language.

It is a practical operating-model intervention.



Our Three Advisory Doors

AI, Automation and Intelligence Advisory

For businesses that need to remove manual drag, prioritise automation properly and apply AI with governance.

Commercial Growth Advisory

For businesses that need to sharpen proposition, segment focus, demand creation and qualification.

Revenue Operations Advisory

For businesses that need stronger stage discipline, forecast confidence, handoff control and management visibility.





Problems They Solve

Common symptoms include:

- inconsistent pipeline quality
- poor message-to-market fit
- weak qualification and handoff logic
- forecast instability
- low reporting trust
- manual process drag
- slow or fragmented workflows
- technology investments with weak operational return
- founder dependency
- leadership concern that growth is becoming harder to manage





Built for businesses.

This advisory is designed for UK B2B and B2B2C organisations navigating increasing commercial complexity, growing businesses with multiple handoffs, founder-led firms moving into management discipline, and leadership teams where GTM, RevOps and operational improvement no longer sit in separate lanes.

If you need more control, not more noise,
this is the right conversation.

Engagement that starts in the right place.

We don't begin with a broad retainer or an open-ended scope. We start with a Diagnostic survey, a fixed, focused piece of work that identifies the real problem and defines the right path forward.

From there, the work moves into a Blueprint / Strategy engagement, an Operational engagement, or both in sequence. Each stage is scoped clearly before it begins.

That structure matters. It protects the quality of the work, keeps delivery focused, and ensures every investment is justified before the next step is taken.

Controlled entry. Clear progression. No scope drift.



AI, Automation and Intelligence Advisory

A structured advisory offer for UK SMB and mid-market B2B and B2B2C organisations.

The door, AI, Automation and Intelligence Advisory helps leadership improve how this part of the commercial operating model works in practice.

The focus is on workflow drag, document friction, reporting delays, automation logic, AI prioritisation and governance.

This is not a generic functional review. It is a targeted operating-model intervention designed to strengthen performance, visibility and control.



What you walk away with.

A workflow friction map. A prioritised use-case matrix. A clear view of readiness and governance. Pilot design with defined decision logic.

An operational intelligence improvement plan and a 90-day automation roadmap your team can actually execute.

Every output built to move the business forward, not sit in a folder.

Stop Experimenting. Start Operating.

Most businesses already know AI and automation matter. The problem is knowing where to start and how to make it stick.

We give you a clear route in.

We identify where automation will create real operating value in your business. We remove the manual drag and duplication slowing your teams down. We improve how information flows to the people who need to act on it.

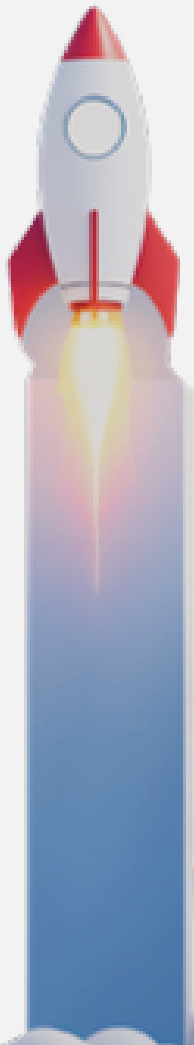
And we put the right controls and ownership in place before anything goes live, so rollout lands cleanly, not chaotically.

The result: a move from costly experimentation to governed, operational value.

AI that works in your business. Not just on a slide.



Revenue Operations Advisory



A structured advisory offer for UK SMB and mid-market B2B and B2B2C organisations.

The door, Revenue Operations Advisory helps leadership improve how this part of the commercial operating model works in practice.

The focus is on qualification discipline, stage governance, forecasting, handoffs, reporting and operating cadence.

This is not a generic functional review. It is a targeted operating-model intervention designed to strengthen performance, visibility and control.



What you walk away with.

A workflow friction map. A prioritised use-case matrix. A clear view of readiness and governance. Pilot design with defined decision logic.

An operational intelligence improvement plan and a 90-day automation roadmap your team can actually execute.

Every output built to move the business forward, not sit in a folder.

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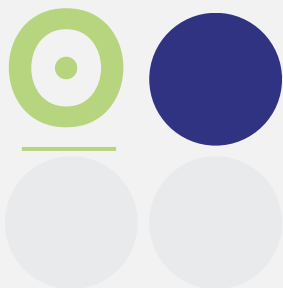
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Commercial Growth Advisory

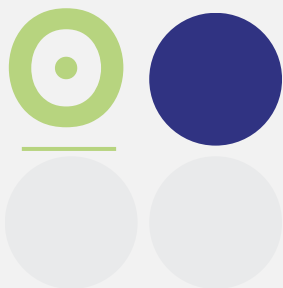


A structured advisory offer for UK SMB and mid-market B2B and B2B2C organisations.

The door, Commercial Growth Advisory helps leadership improve how this part of the commercial operating model works in practice.

The focus is on market focus, proposition, demand creation, qualification and pipeline momentum.

This is not a generic functional review. It is a targeted operating-model intervention designed to strengthen performance, visibility and control.



Knowing where to compete = demand the converts

We help you define where to play and why, then sharpen the proposition and first-offer logic to match.

We improve demand quality, raise qualification standards, and reduce the friction between marketing activity and pipeline creation.

The result: a GTM operating rhythm that drives consistent, qualified growth.

More activity isn't
the answer.

**Better
focus is.**

More activity isn't the answer. Better focus is. Growing businesses often reach a point where marketing is busy, sales is working hard and the pipeline still isn't where it needs to be. The problem isn't effort. It's clarity.

We give you a sharper route to market.

We help you define where to compete and why, then build the proposition and first-offer logic to match. We improve how demand is generated and qualified, so your pipeline reflects real opportunity, not optimistic noise.

We reduce the friction between marketing activity and pipeline creation.

Better targeting. Stronger messaging. Demand that converts.

Stop guessing. Start growing.

noodle**SPARK**. Group gives you the fractional leadership and proven systems to scale your business without the guesswork.

Sales not consistent? We fix that. Hiring a lottery? We solve it. Pipeline empty? We fill it. Tech stack a mess? We connect it. Need senior expertise without full-time costs? We've got you covered.

We combine strategy with execution. You get systems that work, teams that perform, and growth you can forecast.

Ready to see what's possible? Get in touch and let's build something that lasts.



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