

Periphas Methodology

A connected methodology for selecting better targets, creating stronger executive content, securing access credibly and preparing teams to develop high-value opportunities.



I Account selection based on context

2 Independent, quantified value-based content

3 Fully governed executive engagement

4 Coaching for meaningful engagement

PURPOSE

A methodology built around executive relevance.

Periphas works on the principle that large opportunities are won when targeting, messaging, evidence and preparation are all aligned to the client solution and to the reality of the account being pursued. The methodology therefore connects account selection, content creation, executive engagement and opportunity coaching as one system rather than treating them as separate activities.

That system is designed to help clients identify where change is most likely, explain why change is worth making, secure access to the right decision-makers and enter those conversations prepared to discuss value in the language senior executives expect.

DELIVERABLES

What the methodology enables.

The methodology underpins the execution of all Periphas services to deliver segmented target portfolios, account-level profiles, executive and account briefing materials, value-based reports, cases for change, customer-specific value calculators, tailored outreach communications and executive preparation sessions.

Depending on the programme, it can also include validated senior contact data, engagement governance, campaign anchor content, preparation workshops and selective coaching support for high-value opportunities.

CLIENT BENEFIT

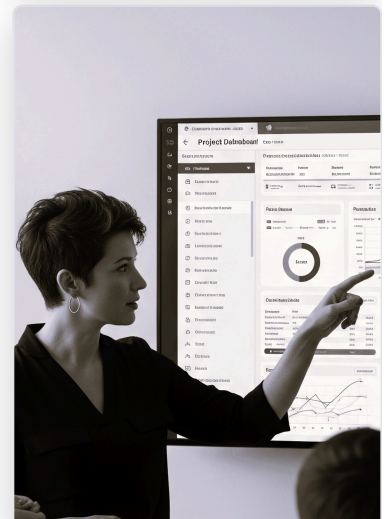
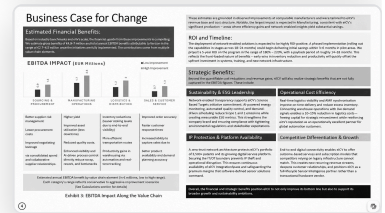
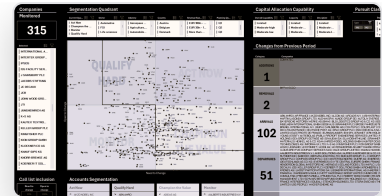
Better timing, stronger credibility and more effective executive conversations.

The value of the methodology is cumulative. It improves where commercial effort is spent, strengthens the evidence behind the proposition, raises the quality of first contact and makes it easier for client teams to use scarce executive time well.

That reduces wasted pursuit, lowers the risk of poorly timed approaches, improves trust in early engagement and increases the likelihood that executive meetings develop into qualified and sponsored opportunities.

Periphas methodology advocates treating target readiness, value logic, executive access and team preparation as one connected commercial sequence.

METHODOLOGY PRINCIPLE



HOW IT WORKS

Four connected stages.

The methodology begins with target selection. Contextual Account Targeting monitors account-level signals and evaluates each account against Culture, Strategy and Capital so that effort is concentrated where openness to change, need to change and capacity to fund change align at the same time.

It then creates the evidence base. Value-Based Content and Cases for Change translates industry, company and executive context into reports, calculators and independent content that connect the client offering to quantified commercial relevance.

That evidence is used in Strategic Engagement and Executive Access, where tailored messaging, validated senior contact data and managed governance improve the quality of access and the likelihood of earning a meaningful first conversation.

Finally, Executive Preparation and Opportunity Coaching turns the insight into usable meeting preparation through account briefings, preparation sessions and selective coaching support, so client teams can lead with perspective rather than product explanation.

Three interconnected core principles.

C

Culture,
Strategy,
Capital

First principle: Apply a target-readiness framework to test whether the organisation is willing, has a reason to change and can allocate capital to support change now.

W

We noticed,
We thought,
Which is Why

Second principle: Apply an engagement framework that begins with facts about the account, interprets the evidence, then connects it to the reason for the conversation.

Y

Independent,
Objective,
Point of View

Third principle: Adopt an unbiased tone in every piece of content and every interaction. Freedom of opinion enables trust in Periphass' introductions and recommendations.

What makes it different.

Periphass does not begin with a generic campaign, a fixed target list or a product message in search of an audience. It begins with contextual research, then uses that context to shape both the commercial narrative and the sequence by which it is delivered.

The methodology is also deliberately independent in tone. Reports, cases for change and research content are designed to be credible in their own right, while preparation and coaching make sure client teams can use that material in live executive dialogue.

Because the same logic runs through targeting, content, engagement and coaching, clients receive a joined-up commercial approach that improves decision quality at every stage rather than a set of disconnected interventions.

Periphass methodology creates value by helping clients focus on the right accounts, develop the right case, reach the right executives and prepare the right conversations.

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