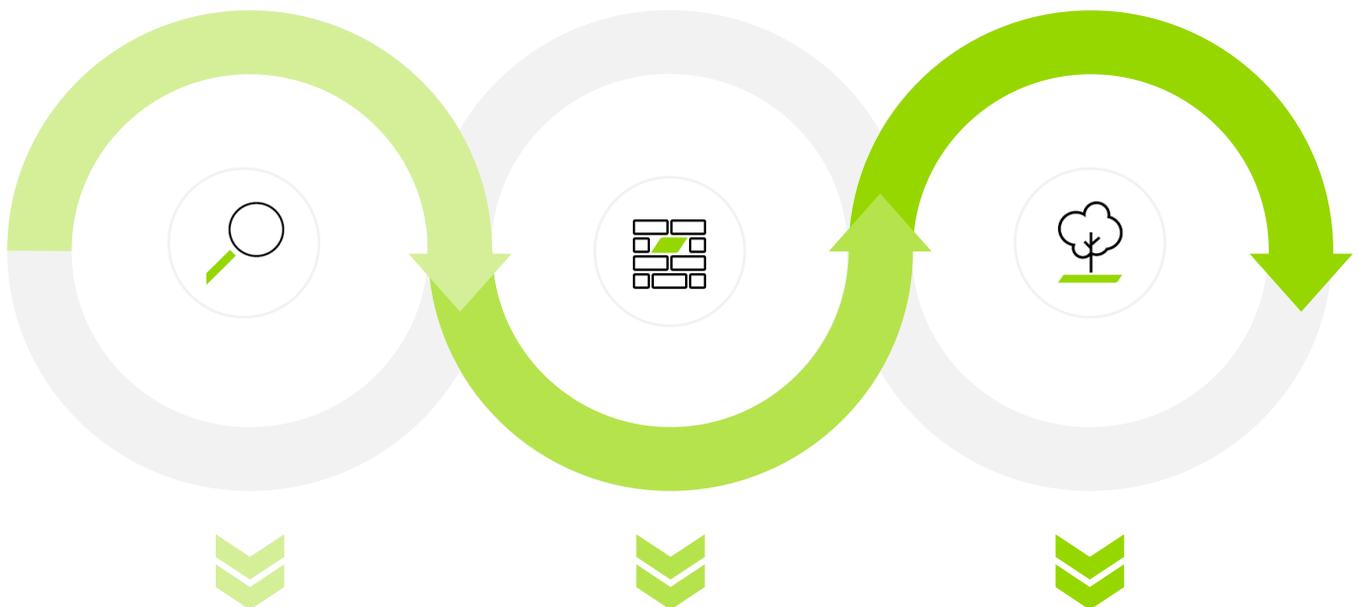


All businesses have their own strengths, weaknesses, quirks, needs, challenges, cultures and language.

Any sales transformation programme therefore needs to acknowledge and reflect these if it is going to **stick for the long term.**



### Stage 1

#### CONSULT

We align with your current state and use our diagnostic tools to review **your sales capability.**



### Stage 2

#### CREATE

We partner with you to co-create deliverables to support the **change in your business.**



### Stage 3

#### EMBED

We engage with your team to roll out and support the implementation of the **new processes, frameworks and tools.**



SBR Consulting adopt a 3-stage methodology to orchestrate change: **CONSULT, CREATE & EMBED** to support you in **achieving your objectives.** This approach allows SBR to help our clients move towards truly embedded sales behaviour and **improved performance from leaders and salespeople alike.**



[Click here to go to the CONSULT phase](#)

[Click here to go to the CREATE phase](#)

[Click here to go to the EMBED phase](#)

### What is the CONSULT phase?



#### Consult

We align with your current state and use our diagnostic tools to review your sales capability from which we are able to **capture best practices to be replicated, deliver expert recommendations** and **provide a project blueprint that help you achieve your unique objectives**. This is a crucial stage to kick-off the project, as it ensures internal buy-in and it marks the first step of the change process.

#### Create

We partner with you to co-create deliverables to **support the change in your business**.

Deliverables at this stage can include:

- ✓ Recommendations for sales strategy, structure and execution.
- ✓ Sales Playbook and Sales Guide: Definition of the sales process, methodology and tools.
- ✓ Sales competency frameworks.
- ✓ Sales development programmes for sales leaders and salespeople.

### What is the CREATE phase?



#### Embed

In order to maximise the impact of training we engage with your team to roll out and support the implementation of new processes, frameworks and tools to develop the **new sales behaviours and habits that will elevate your sales and help you reach your objectives**.

SBR Consulting engage and partner with you for the long term, to ensure the sales change programme is fully embedded.

### What is the EMBED phase?

