



The scope of the **CREATE** phase will be confirmed on completion of the **CONSULT** phase and outlined in the sales capability report.

What is the CREATE phase?

Creation of the outputs and deliverables of the CONSULT phase.

Relevant content from our IP library to support your objectives.

Tailored to your organisation and market you operate within.



“The thing I really like about SBR is whilst they have a strong methodology, it’s clearly not a ‘one size fits all,’ and it’s changed to suit every business.

“We’ve have seen a reduction in sales cycle time by a third; improved efficiency in their prospecting approach; and since working with SBR have brought on five new clients.”

Thomas Whicher *Founder of DrDoctor*

Benefits

- + Capture of top-performer content provides a platform for **sustainable growth in terms of revenue and new customers**.
- + Creates a **deeper understanding of buyers**, buyer behaviour and their buying process, leading to an improved ability to add value to buyers at all stages of the buying process.
- + Supports and improves the transition of an opportunity from Marketing activity to Sales to Account Development, working towards making this seamless to the customer.
- + Adoption of a **common sales stage language**, which brings advantages to collaboration of the wider team.
- + Facilitates the **improvement of business forecasting** and use of CRM.
- + Increases the effectiveness of opportunity reviews and coaching in turn, leading to **improved sales performance**.
- + Provides a framework and context for Sales competency development and training, leading to an **improved ROI on any training investment**.
- + Reduces the time-to-performance for new-hires by providing a clear sales process and access to **what excellent looks like**.

Potential Outputs / Deliverables

SALES TRANSFORMATION

Sales & Go-to-Market Strategy including market and customer segmentation and client acquisition & account development strategy.

Sales Structure and Organisation Design aligned with sales & corporate strategy and segmentation defining the required roles and responsibilities.

Proposition defined value proposition and messaging

Values aligned to mission & vision

Culture developing a professional and scalable sales culture

SALES ENABLEMENT

Sales Process for the full, end-to-end, customer journey mapped with activities, roles and responsibilities

Buying Cycle mapping the journey a customer takes when purchasing, including the different buying personas

Core competencies providing a repeatable system and framework to identify and recruit individuals, measure & appraisal performance

Sales Leadership Training developing sales leadership skills, frameworks and tools

Recruitment identifying the right salespeople for company profile; supporting HR professionals to attract the right employees

Compensation including a review of the existing system and creating new compensation plans linked to correct activities

Onboarding creating an onboarding process and programme

Sales Capability Assessment benchmarking the capability of the team

CRM Configuration & Alignment aligning systems with the process, including the creation of relevant dashboards / reports etc.

SALES EFFECTIVENESS

Sales Guide documenting the sales methodology and outlining best practices.

Sales Methodology developing and defining a methodology relevant for you and the market you operate in.

Sales Development training & coaching, through blended learning forums, covering topics such as new business, account development, negotiation etc.

Train the Trainer accreditation your team to deliver training internally.

Online Learning Content implementing 'Method Grid' e-learning platform into CRM systems.

