



“If you can’t find the right tool **quickly** and **easily** you may as well not have it at all.”

### Benefits

According to a study conducted by the Sales Management Association, B2B companies that defined a formal sales process experienced 18% more revenue growth compared to companies that didn't.

**CSO insights** highlight that companies with a defined sales process & methodology have:

- + Higher numbers of reps making quota.
- + Higher percentages of company target attainments.
- + Higher percentage of forecasted sales reached.
- + Lower sales turnover and faster ramp/on boarding time.
- + More meaningful relationships with their clients.



SBR Consulting  
have seen these  
benefits in clients:

**30% increase** in larger deals to larger customers – **Global cloud services provider**

**25% increase** in revenue from existing customers – **Global Security Organisation**

**50% reduction** in ramp-up time for new sales exec's – **Telecoms Consultancy**

To create a clear up to date **“track to run on”** in terms of **who** does **what, when** and **how** across the sales process covering opportunity creation / identification through to conversion.

“ Our partnership with SBR has helped us to clearly define how we win work.



“Now all our team recognise how they can maximise the value that our clients gain from the full range of our capabilities. Beyond the internal benefits to the team, we have also seen the value of a clearly defined approach in conversations with our investors.”

**Matthew Neale** *Chief Commercial Officer of DMW Group*

## Why?

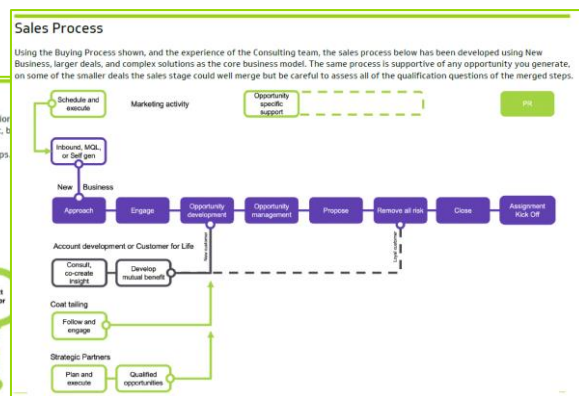
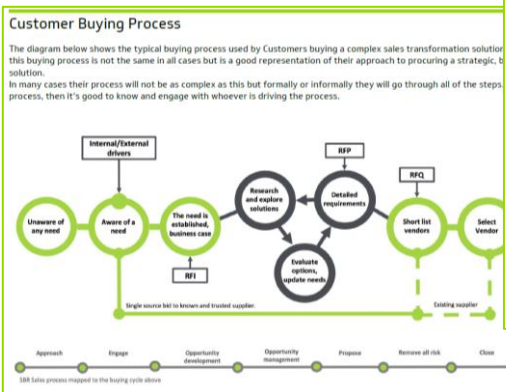
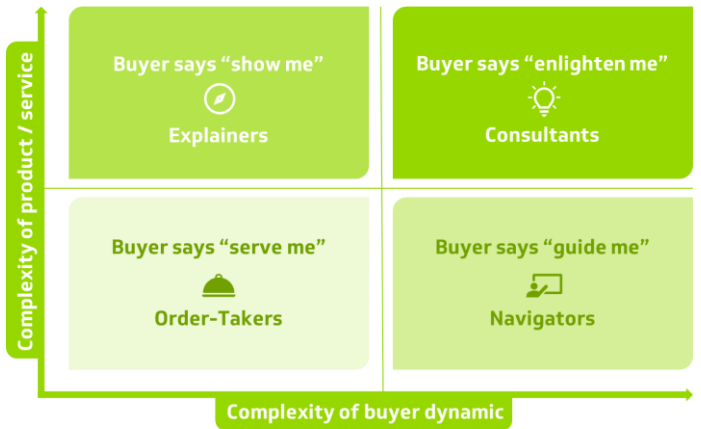
- ✓ Enable step change in sales performance by taking the emotion out and unlocking what is currently held in people's heads.
- ✓ Create best practice guidelines (not necessarily rules) from **prospecting through to implementation** that enhance speed and creativity. NB This is NOT about tying people up in knots.
- ✓ Improve efficiencies and effective knowledge share/ability to locate knowledge.
- ✓ Decrease the ramp-up time for new hires.
- ✓ Support non-sales in sales situations – more effective collaboration.



## Build Approach

By sales and for sales with involvement from wider business.

- ✓ **Focus on your customer** and the people who buy your solution.
- ✓ Model **sales best practice** and internal lessons learned.
- ✓ Develop structure, compliance and governance to ensure **consistently high and profitable performance**.



### Online Implementation



#### CRM

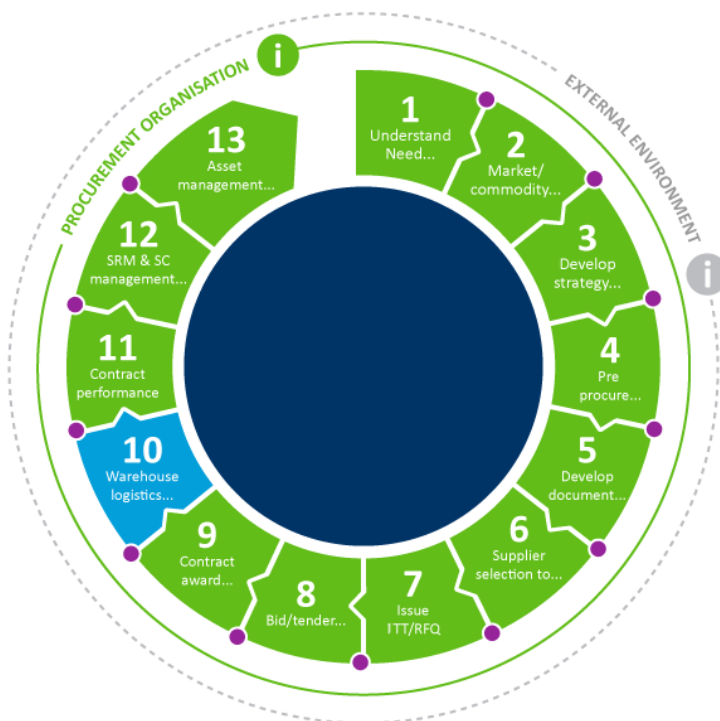
The Opportunity tab of your CRM system is the “home page” for most salespeople

#### ONLINE PLAYBOOK

The Online Playbook links them together so that salespeople access the right resources at the right time to have maximum impact on effectiveness.

#### SALES RESOURCES

Your sales tools, marketing collateral and e-learning resources are spread across multiple storage and LMS platforms



### Generic Buying Cycle Example

