

INTRODUCING A BESPOKE SALES METHODOLOGY AND SALES HABITS



WHAT DID THE CLIENT WANT TO ACHIEVE?

Gate One are a highly ambitious organisation constantly seeking growth and needed sales support to build their sales capability. They needed somebody to work with them as a partner who can actively challenge them in the right way to change behaviours in their organisation.



“ SBR challenged us around what we were doing, suggested ways to improve and have been a key partner in the overall growth story. If I had to describe SBR in 3 words it would be; insightful, effective and a partner. They helped encapsulate it all to be a better company.”

Tim Phillips

Managing Partner of Gate One

SBR'S APPROACH & THE RESULTS

SBR has helped Gate One develop their own sales methodology. SBR taught Gate One top tips around the sales process, but then facilitated and allowed them to make it their own. Gate One's people really bought into it and it became very important from a cultural perspective.

Embedding habits are difficult for busy consultants who are always busy with client deliverables and on client site. SBR held Gate One to account all the way through the journey and held their team to account on delivering their commitments.