

OUR METHODOLOGY: STAGE 1 - CONSULT

Example accelerators, relating to our sales force effectiveness triangle, are listed below, these are measured and benchmarked using the SBR Adjustment Wheels, identifying the capabilities from Foundation through to World Class (see categories).

<p style="text-align: center;">SALES TRANSFORMATION</p> <p>Strategy Accelerators</p> <ul style="list-style-type: none"> ○ Go-to-market strategy ○ Value proposition ○ Pricing strategy ○ Alignment with other business areas ○ Market segmentation 	<p style="text-align: center;">SALES TRANSFORMATION</p> <p>Structure Accelerators</p> <ul style="list-style-type: none"> ○ Salesforce structure ○ Sales segmentation models ○ Account coverage models ○ Analytics & reporting 	<p style="text-align: center;">SALES TRANSFORMATION</p> <p>Process Accelerators</p> <ul style="list-style-type: none"> ○ Sales process ○ Sales methodology ○ Roles & Responsibilities ○ Technologies, tools & resources ○ CRM
<p style="text-align: center;">SALES ENABLEMENT</p> <p>Recruitment Accelerators</p> <ul style="list-style-type: none"> ○ Interview and assessment center techniques ○ Job descriptions / role profile ○ Core competencies ○ Onboarding ○ Ramp to effectiveness 	<p style="text-align: center;">SALES ENABLEMENT</p> <p>Performance Management Accelerators</p> <ul style="list-style-type: none"> ○ Critical success factors ○ Target setting ○ Compensation ○ Sales process 	<p style="text-align: center;">SALES ENABLEMENT</p> <p>Sales Leadership Skills Accelerators</p> <ul style="list-style-type: none"> ○ Performance coaching ○ Inspirational leadership ○ Sales team meetings ○ Internal communication ○ Appraisal framework
<p style="text-align: center;">SALES FORCE EFFECTIVENESS</p> <p>Skills Accelerators</p> <ul style="list-style-type: none"> ○ Product, Market & Customer knowledge ○ Prospecting / Lead generation ○ Deal qualification ○ Consultative selling ○ Unique Value Proposition ○ Account development ○ Sales methodology 	<p style="text-align: center;">SALES FORCE EFFECTIVENESS</p> <p>Systems Accelerators</p> <ul style="list-style-type: none"> ○ Critical success factors ○ Sales process ○ Forecasting ○ Sales tools 	<p style="text-align: center;">SALES FORCE EFFECTIVENESS</p> <p>Sales Motivation Accelerators</p> <ul style="list-style-type: none"> ○ Sale culture ○ Sales tenacity & drive ○ Teamwork ○ Incentives / bonus ○ Recognition ○ Self-development ○ Proactive mindset