



Elevate Sales

BENCHMARK YOUR SALES TEAM

"We are what we repeatedly do. Excellence, then, is not an act, but a habit." Aristotle

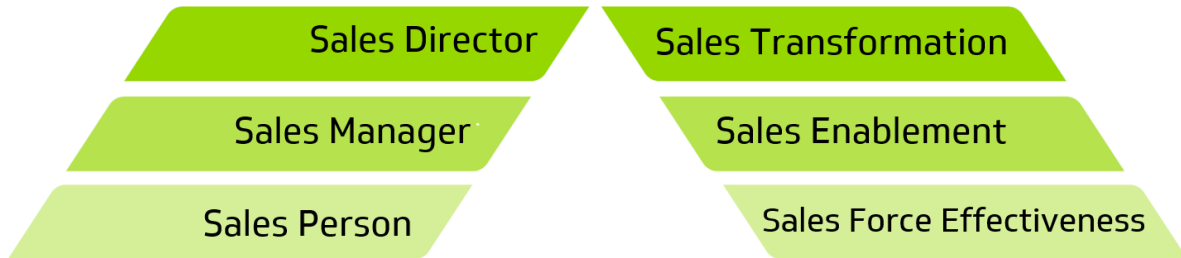
SBR Consulting

Welcome

SBR Consulting is a specialist sales performance consultancy.

Our aim is to elevate the practice and perception of sales within individuals and organisations and as a result create **increased revenue, enhanced professionalism & intelligent activity.**

What *Elevate Sales* means to us and our clients...



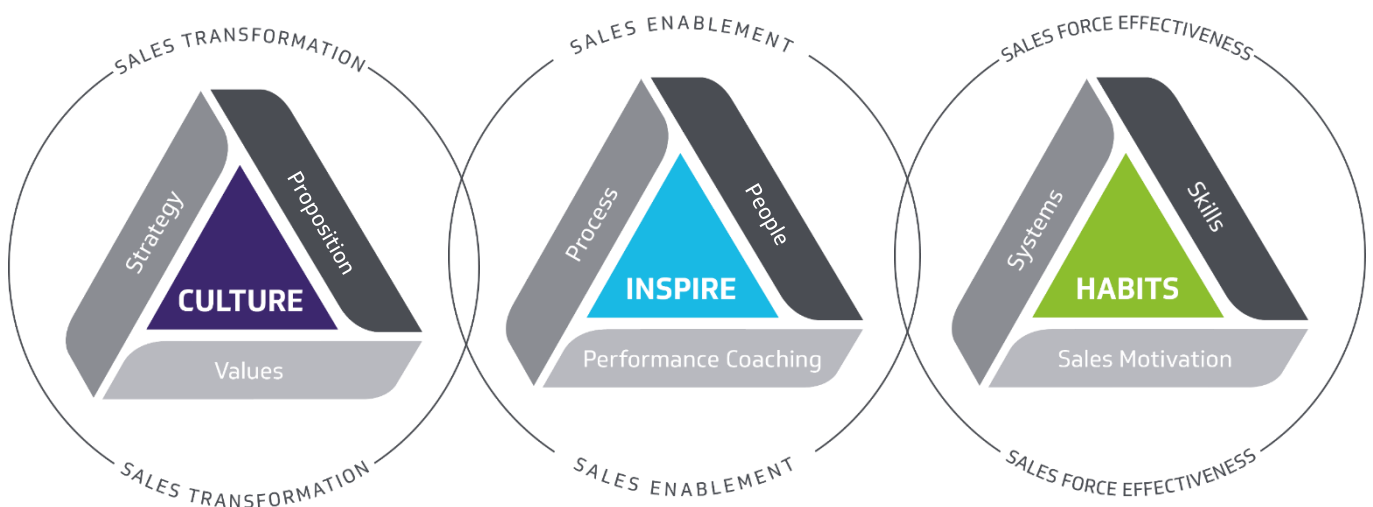
Elevate Sales

 **INCREASED REVENUE
ENHANCED PROFESSIONALISM
INTELLIGENT ACTIVITY**

Sales Transformation

Sales Enablement

Sales Force Effectiveness



For further information on how we can help your sales culture, email us at info@sbrconsulting.com or call 020 7653 3740

Thank You



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Managing Director



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Connect with us on



Four Stages of Competency & The Slight Edge Philosophy



If you always think
the way you've always thought,



then you'll always do
as you've always done,



and you'll always get
what you've always got.

"Insanity: Doing the same thing over and over and expecting a different result."
Albert Einstein



**Unconscious
incompetency**

Blissful
ignorance



**Conscious
incompetency**

Aware of one's
lack of
knowledge



**Conscious
competency**

Thinking &
implementing

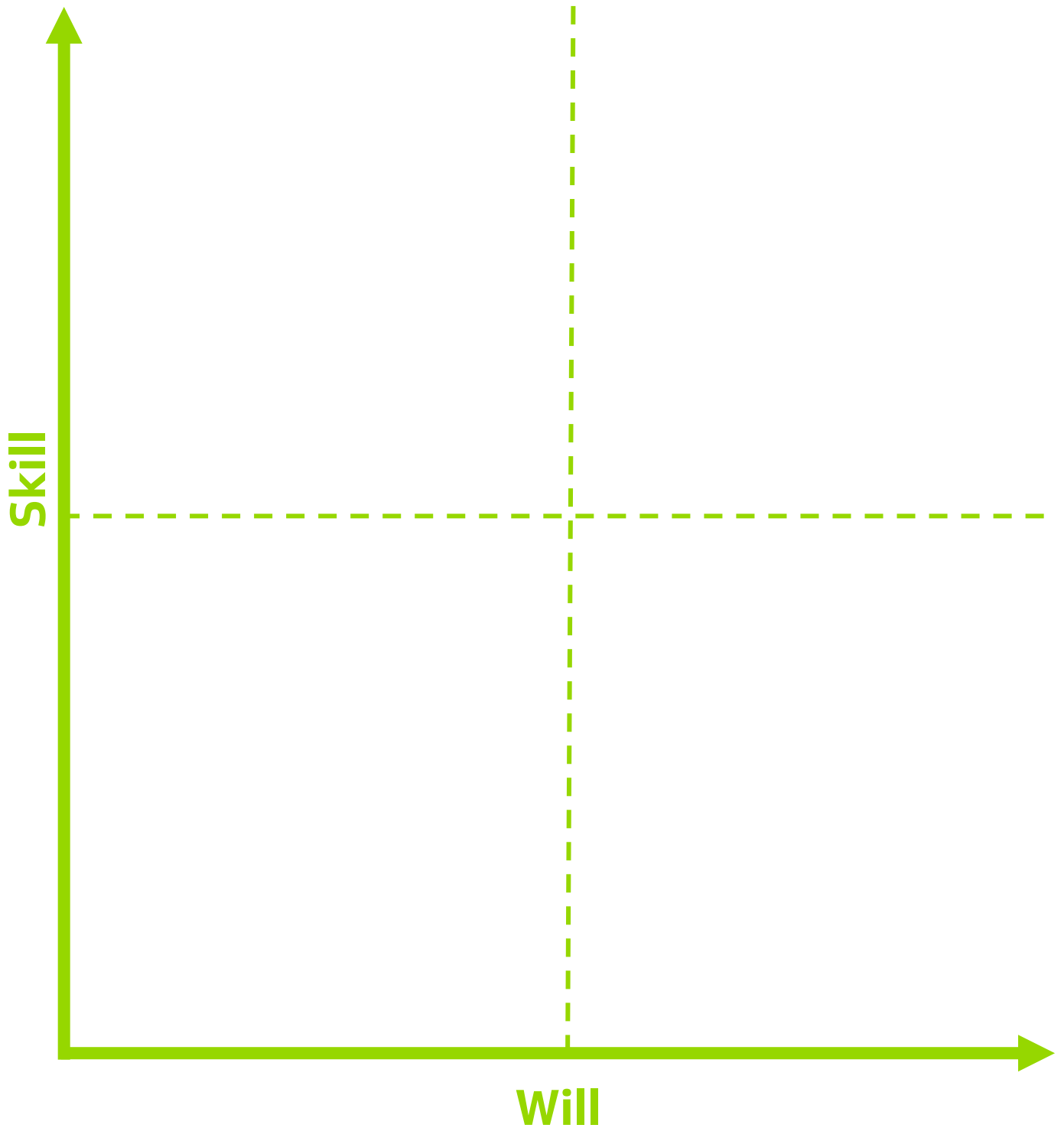


**Unconscious
competency**

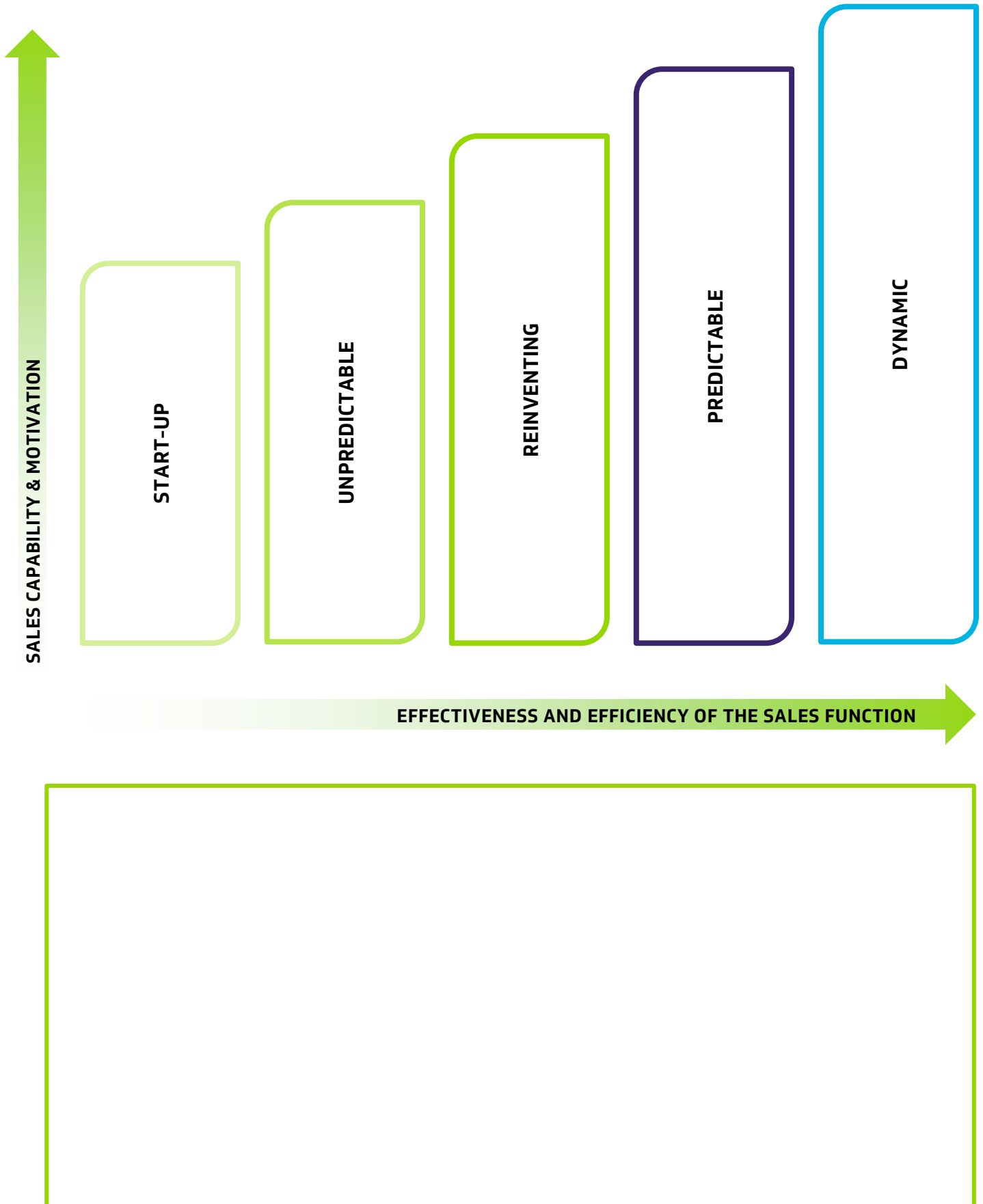
Becomes habit

Martin M. Broadwell first articulated the model in his "four stages of teaching" in
February 1969

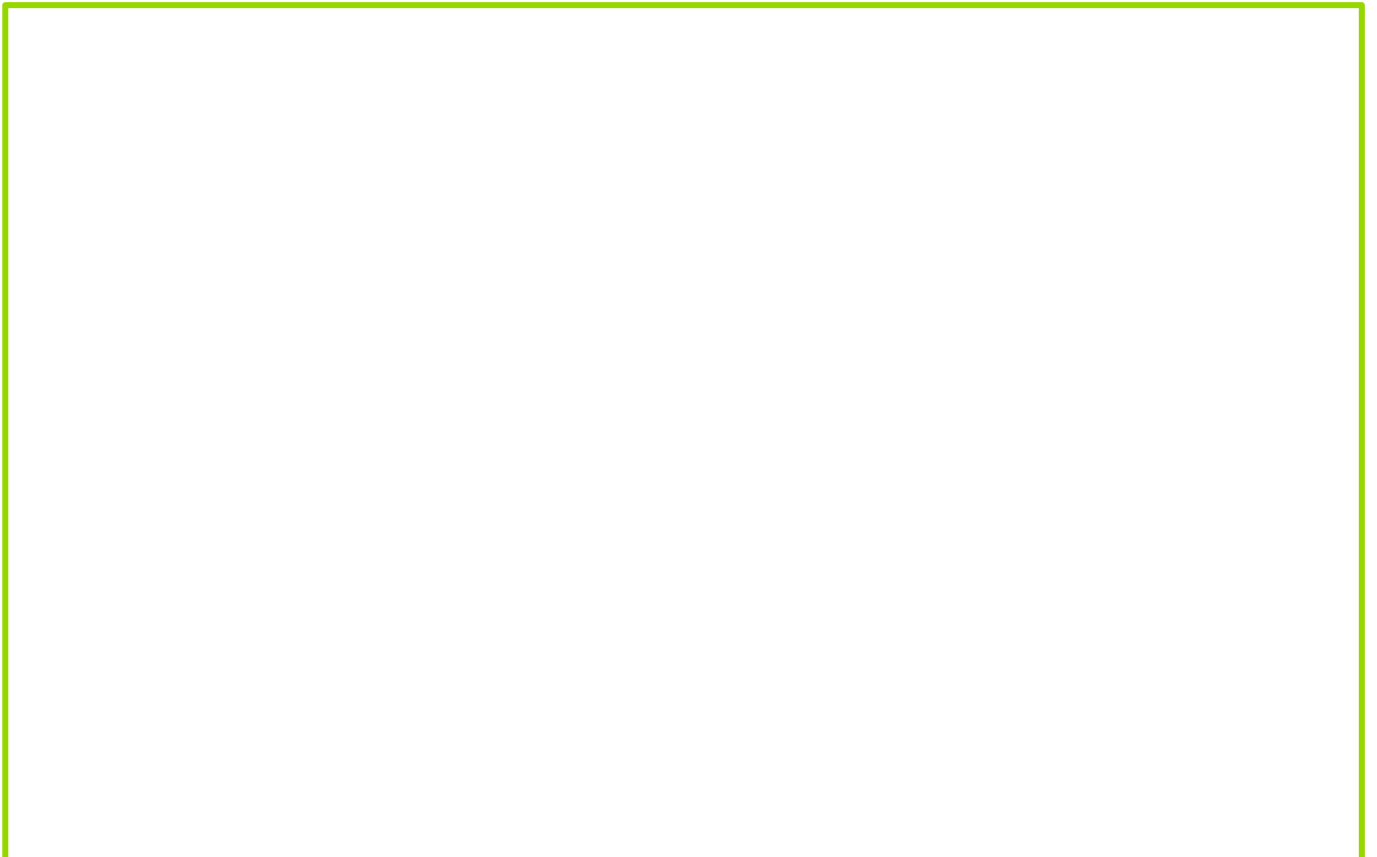
The Skill Will Matrix



Sales Maturity Model

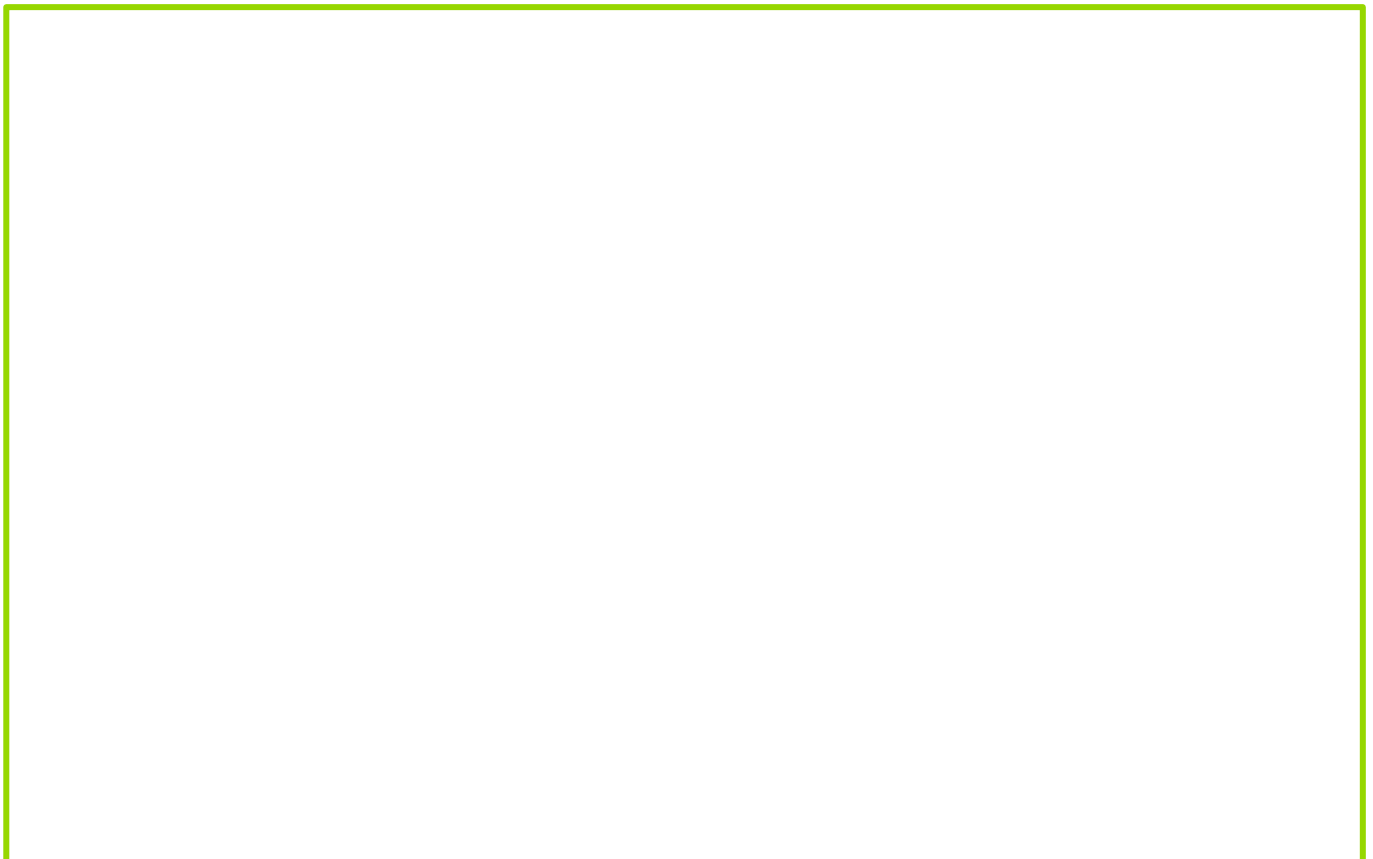
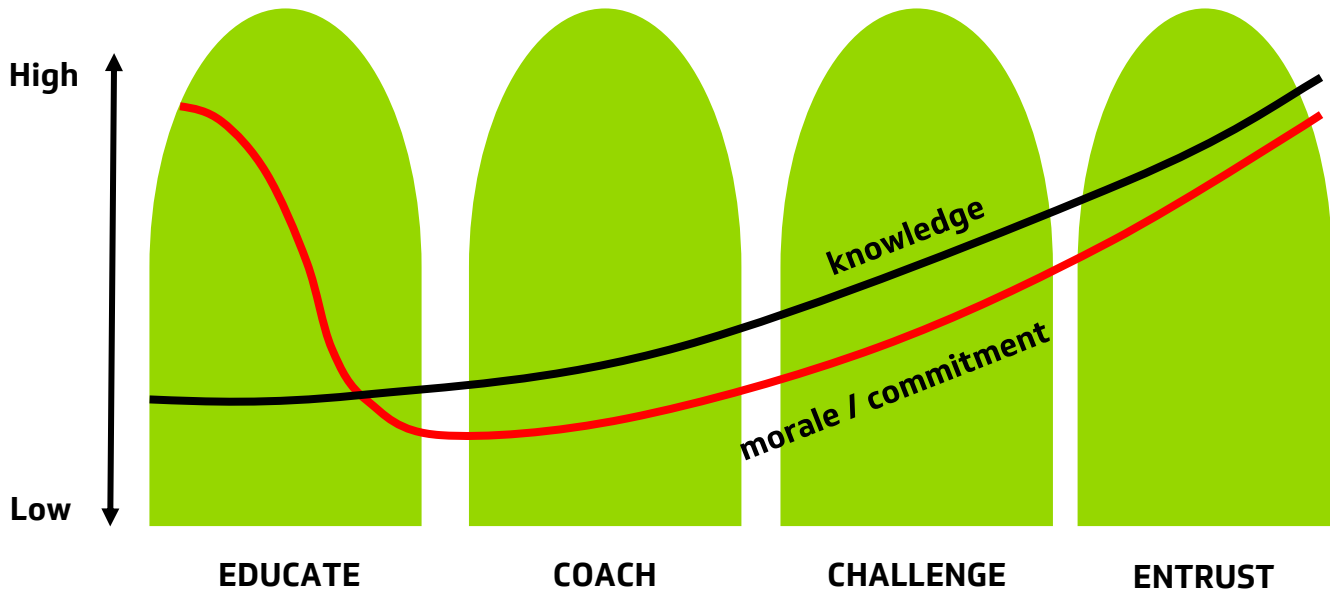


Sales Function Health Check

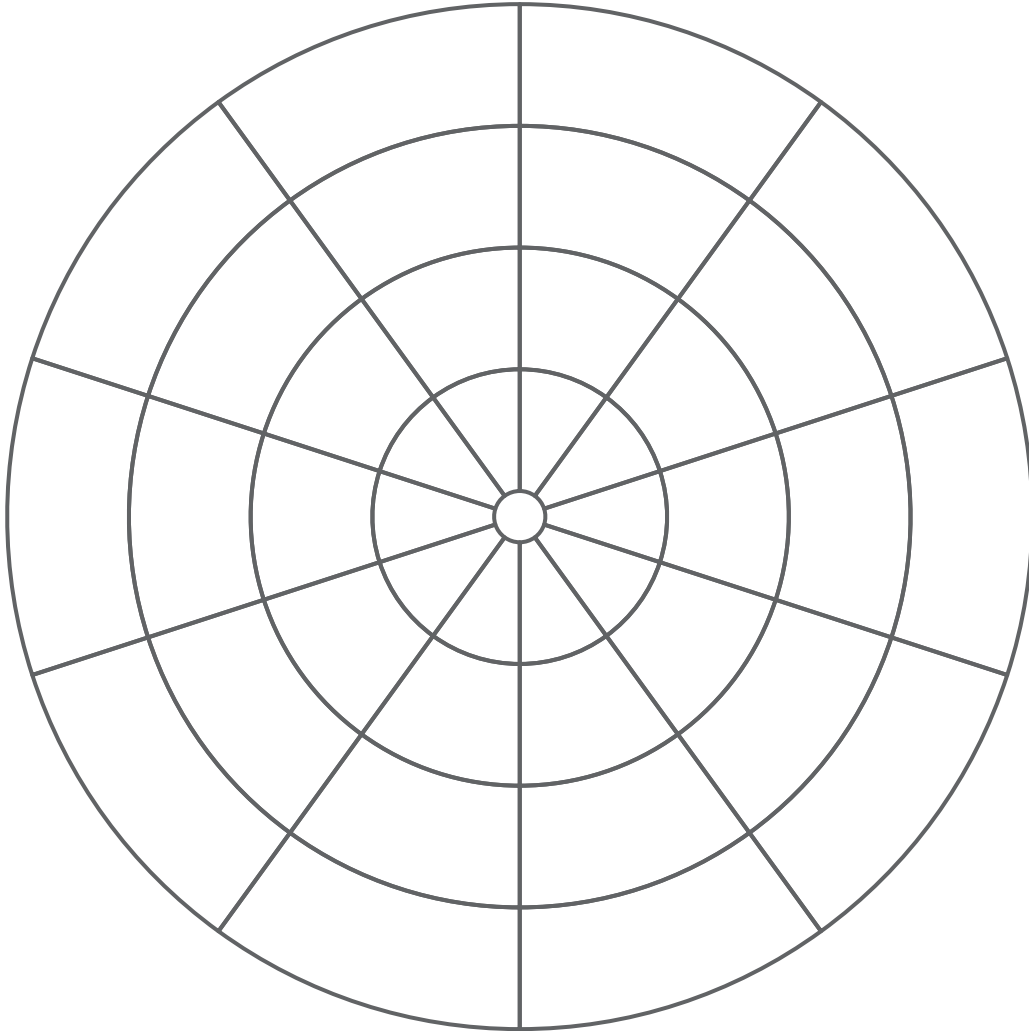


Leadership Adjustment Wheel

Stages of Individual Development - New Person/Role



The Leadership Adjustment Wheel

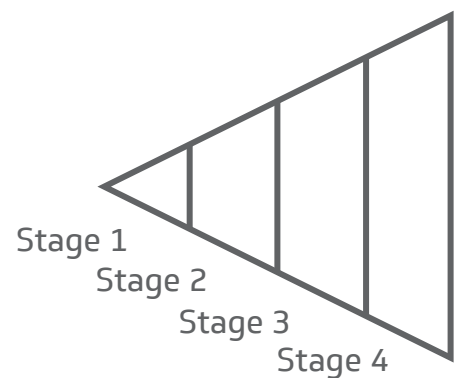


Stage 1: Foundation (Educate)

Stage 2: Developing (Coach)

Stage 3: Building (Challenge)

Stage 4: Mastery (Entrust)



Benchmarking Your Sales Team

What I Have Learned

What I Will Implement

When I

Instead of

I will

Because

Suggested Reading List

Leadership in Action

The Five Dysfunctions of a Team: A Leadership Fable – Patrick M Lencioni, 2002
Straight from the Gut – Jack Welch, 2003
Steve Jobs - Walter Isaacson, 2011
The Leaders Guide to Unconscious Bias – Pamela Fuller et al. 2020
Your Brain at Work: Strategies for Overcoming Distraction, Regaining Focus, and Working Smarter All Day Long – David Rock, 2009
Lean In: Women, Work, and the Will to Lead – Sheryl Sandberg, 2013
The Coaching Habit: Say Less, Ask More & Change the Way Your Lead Forever – Michael Bungay Stanier, 2016
Strengths Based Leadership - Tom Rath, 2008

Managing Excellence

Our Iceberg is Melting: Changing and Succeeding Under Any Conditions – John Kotter, 2006
Turn the Ship Around!: A True Story of Building Leaders by Breaking the Rules – David Marquet, 2013
Freakonomics - Steven Levitt and Stephen Dubner, 2005
Coaching for Performance: Growing People, Performance and Purpose – Sir John Whitmore, 2002
Delivering Happiness: A Path to Profits, Passion and Purpose - Tony Hsieh, 2010
Kanban Just-In-Time at Toyota - Japan Management Association, 1986
A Summary of Growth and Fixed Mindsets – Carol Dwek

Marketing Across Boundaries

The Google Checklist: Marketing Edition – Amen Sharma, 2016
Marketing: Concepts and Strategies – Lyndon Simkin, 2016
Marketing 4.0: Moving from Traditional to Digital – Philip Kotler, 2016
Principles of Marketing – Philip Kotler et al. 2008
500 Social Media Marketing Tips – Andrew Macarthy, 2018
Switch: How to Change Things When Change is Hard – Dan Heath, 2011
Exploring Strategy: Text Only – Gerry Johnson et al. 2017
Thinking, Fast and Slow – Daniel Kahneman, 2012

Finance for Managers

Financial Management for Decision Makers – Peter Atwill, 2017
The Finance Book: Understand the Numbers Even If You're Not a Finance Professional – Stuart Warner, 2017
Key Performance Indicators (KPI): The 75 Measures Every Manager Needs To Know – Bernard Marr, 2012

Strategic Management

Our Iceberg is Melting: Changing and Succeeding Under Any Conditions – John Kotter, 2006
The Halo Effect... and the Eight Other Business Delusions That Deceive Managers – Phil Rosenzweig, 2014
Sleeping with your Smartphone: How to Break the 24/7 Habit and Change the Way You Work – Leslie A Perlow, 2012
Strengths Based Leadership: Great Leaders, Teams, and Why People Follow – Gallup, 2009
Start with Why: How Great Leaders Inspire Everyone to Take Action – Simon Sinek, 2011
Decisive: How to Make Better Decisions – Chip Heath, 2014
Range: How Generalist Triumph in a Specialized World – David Epstein, 2019
The Balanced Scorecard: Translating Strategy into Action – Robert S. Kaplan and David P. Norton, 1996
The Five Pillars of TQM - Bill Creech, 1994

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<https://www.surveymonkey.co.uk/r/SBREvaluationSheet>



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<https://sbrconsulting.com/sales-community/>

For further information on how SBR can help elevate your sales, email us at info@sbrconsulting.com or call 020 7653 3740 for a free sales consultation.

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