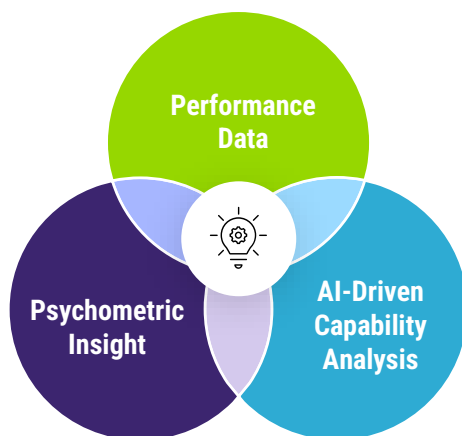
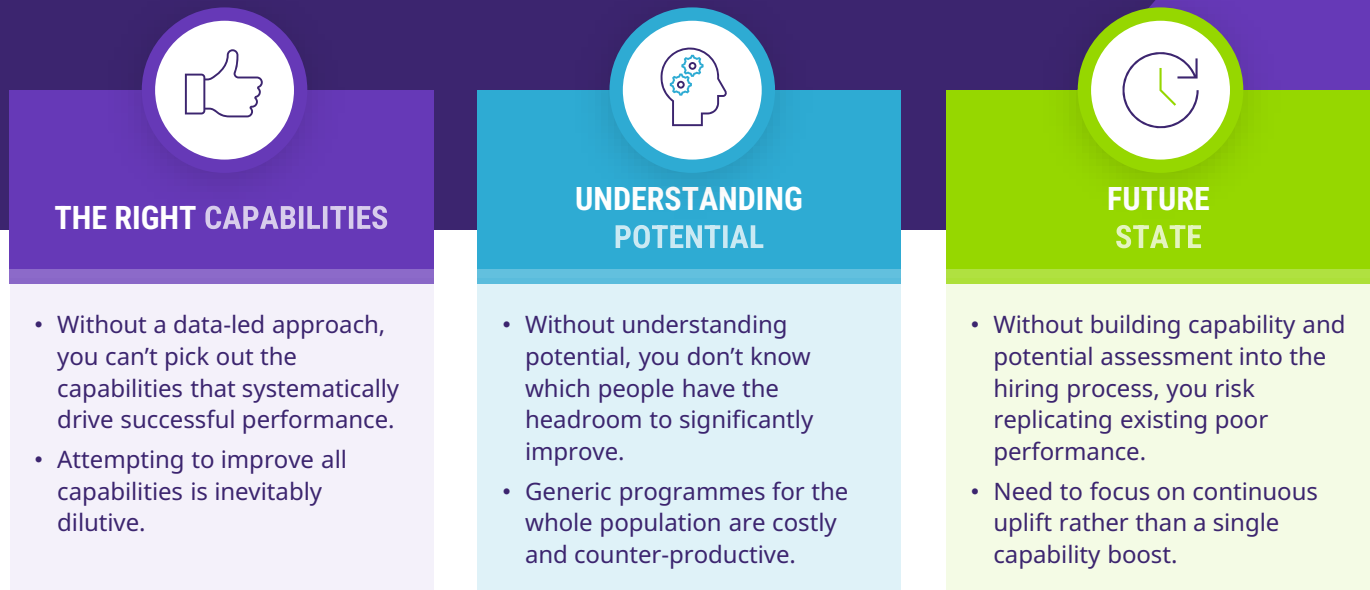


Driving sustainable sales performance uplift: SBR's GTM Capability Accelerator™

Lifting sales performance is challenging: our understanding of the key capabilities that underpin success is often based on intuition/opinion rather than facts, and it's unclear whether the right people are in place to deliver medium- and long-term goals. Traditional approaches - generic capability, "one size fits all", one-off programmes - rarely deliver the desired outcomes.

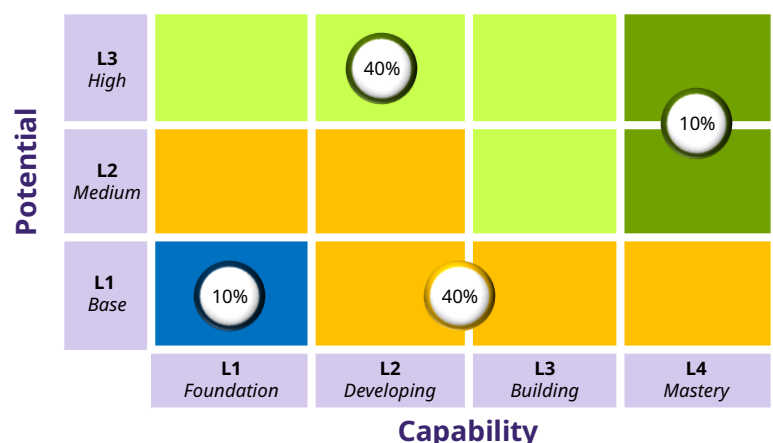


There is a better way. We now live in a data-rich environment where we no longer have to make educated guesses:

- CRM systems give us a granular picture of individual performance
- Behavioural science enables us to rigorously assess potential
- AI and other tools help us to build a multifactorial picture of individual capability

By combining these intelligently and integrating the resulting insights with focused intervention, SBR can help both drive short-term performance and build a cycle of continuous GTM improvement.

This multifactorial analysis provides actionable insight at every level of the GTM organisation: a talent map for executive oversight, hiring and development pathways for the HR team, enablement for first line GTM leaders and coaching for individual contributors. All with a singular purpose: maximising the potential of every individual contributor and uplifting total performance of the GTM team.



Raising sales performance inevitably requires a sustained improvement in sales capability. With SBR's GTM Capability Accelerator™ you get more than just data, you get actionable insight that integrates directly into capability and performance uplift. **The era of guesswork is over:** data-driven enablement is your edge for the next five years and beyond.