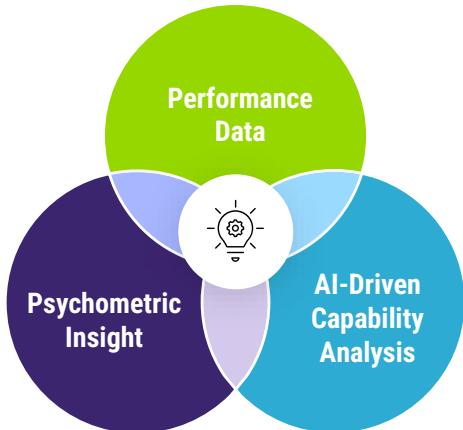
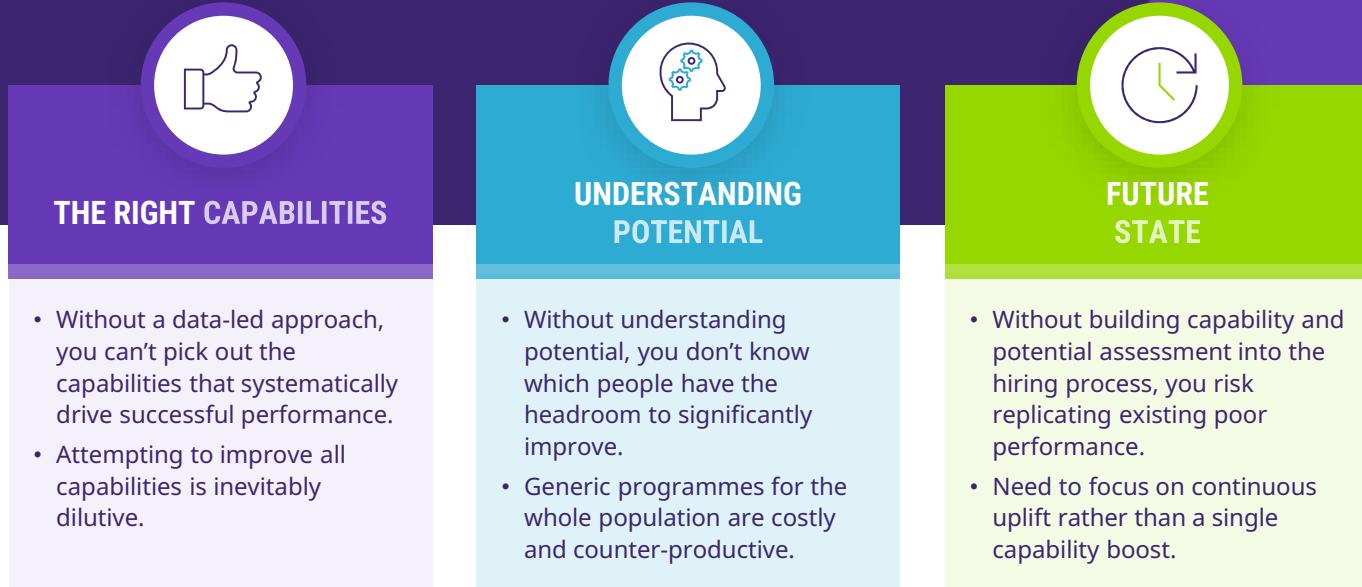
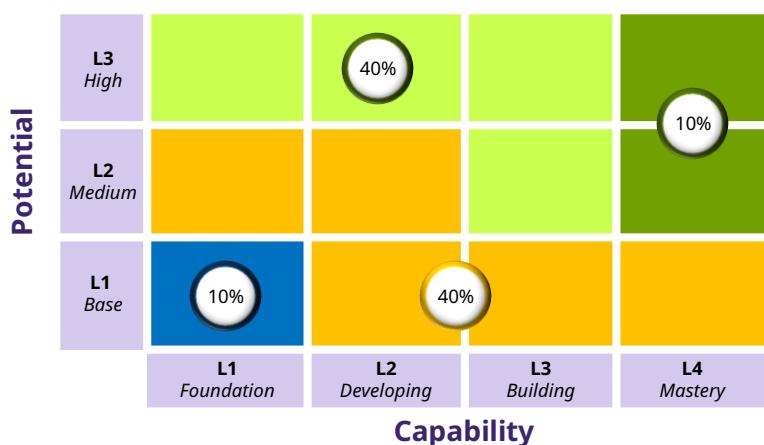


Driving sustainable sales performance uplift: SBR's GTM Capability Accelerator™

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.



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.