



BRAND GROWTH CONSULTANCY

A sales framework and playbook creating consistency and scaling beyond key person dependencies

ABOUT BRAND GENETICS:

Brand Genetics are a brand growth consultancy specialising in front-end insight, strategy, and innovation. They support market-leading brands understand the motivations behind people, their impact, and how to drive positive impact

COMPANY SIZE:

11-50 employees

INDUSTRY:

Business consulting and services

SBR SERVICES:

Sales transformation, sales enablement, sales performance, revenue growth strategy, sales process & methodology (playbooks & guides), sales training, sales competency assessments, sales coaching

The issue Brand Genetics were having

Creating consistency and scaling beyond key person dependencies

Brand Genetics sought to professionalise their sales capability by developing a consistent, structured sales approach that worked for their industry and their close client relationships. Reliant on individual talent, their sales efforts lacked scalability, making it difficult to expand and drive proactive new business.

Key objectives included:

- Establishing a consistent sales process.
- Fostering a culture of proactive deal generation.
- Enabling team-wide capability to reduce reliance on individual expertise.

The return on investment

- A step change in senior confidence – moving from a few rainmakers by increasing and diversifying their sources of briefs.
- Experiencing significant inbound demand with a record year for briefs and a less volatile demand curve.
- This translated to the bottom of the funnel with a near 20% improvement in lead:win rate.
- Sales process broadly considered, “one of the most successful step forward for the business this year.”

Best year ever

Through a significant rise in the value of the pipeline
(Total pipe and consistency across accounts)

SBR’s strategy to execution

Embedding a sales framework and playbook

SBR Consulting partnered with Brand Genetics to address their challenges through a multi-phased approach:

- Developed a tailored sales process and playbook.
- Embedded a qualification framework, codified the sales culture at Brand Genetics with guiding principles, and built that into best practice proactive sales techniques.
- Delivered multi-phase training, including workshops, real-play scenarios, and ongoing coaching.

This structured approach closed the experience gap, empowered the team, and created a replicable, scalable system.



“This was a big investment for us at a pivotal time, we couldn’t be happier with the outcome.

We needed to futureproof the business by creating a consistent sales process; to move beyond rainmakers & instead empower/ equip the whole team for growth.

The playbook and training built by SBR step-changed the capability and confidence of the team – surfacing our weaknesses and unlocking our strengths, all without losing the human touch.

The playbook helped us understand what best-in-class looks like and gave us the tools to implement it.”

Ben Preston

Global Head of Business Development