



GLOBAL TECHNOLOGY AND INNOVATION LEADER

Strategic sales, leadership & revenue growth Google's Journey with SBR

ABOUT GOOGLE:

Google is a leading global technology company specialising in online advertising, search engine technology, cloud computing, software, and artificial intelligence.

COMPANY SIZE:

10,001+ employees

INDUSTRY:

Software development

SBR SERVICES:

Sales enablement, sales transformation, sales performance, revenue growth strategy, sales playbooks & sales guides, sales training, sales leadership, negotiation skills, account management, sales competency assessments, sales coaching.

The challenges that Google were facing Enhancing sales capability for strategic growth

Google faced challenges in achieving desired sales results despite having advanced sales methodologies and frameworks. Their existing processes were overly complex, and their sales training was too advanced, leading to inefficiencies. Google sought an external partner to simplify their sales processes, improve sales performance, and provide tailored training to different levels of salespeople and sales leaders. They wanted to achieve increased sales volume, value, and velocity, along with better pipeline visibility and forecast accuracy.

SBR's strategy to execution

Tailored sales methodologies and leadership training

SBR Consulting conducted a thorough research & consult phase to understand Google's culture and needs. They developed and implemented a bespoke sales methodology and leadership training program, including various frameworks the team could embed in their day-to-day. This approach simplified Google's sales processes, tailored training to different salespeople, and focused on high-performance sales habits and leadership coaching. SBR's programs were delivered globally to 280 salespeople, enhancing their skills and performance.



The return on investment

Quantifiable sales improvements and high satisfaction

SBR Consulting's interventions led to significant improvements in Google's sales performance. The training programs received a high satisfaction score of 4.8 out of 5. Specific ROI metrics include increased new business rates, more strategic client conversations, and better team motivation and skill development. Google's analytical feedback process scored SBR higher than any other sales training company, demonstrating the substantial value added.



"The training was commercial and growth-focused, addressing relevant business topics with interactive and well-illustrated sessions. SBR were engaging and knowledgeable, and they fostered collaboration.

The practical frameworks were easy to digest, and the SBR team understood our challenges, delivering confidently. The balance of presenting and workshopping was perfect, with practical, interactive sessions that inspired and covered a wide range of relevant topics."

Sales Director