

## Building a sales process to support solution-lead selling for a new go-to-market strategy

### ABOUT KUBRICK GROUP:

Kubrick Group are a consultancy who work with global organisations to tackle their technology challenges (specialising in data, AI and cloud solutions) and build their teams

### COMPANY SIZE:

501-1,000 employees

### INDUSTRY:

Information technology & services

### SBR SERVICES:

Sales enablement, sales transformation, sales performance, revenue growth strategy, sales playbooks & sales guides, sales training, CRM optimisation

### Kubrick Group's issue

#### Growth goals of doubling the revenue

Kubrick Group were experiencing growing pains from mature market developments and macroeconomics. They had developed a new value proposition as a result and needed support change around management, focusing on their sales team to embed the new solutions. They needed to rebuild their sales process, create something that is future-proofed and scalable. Kubrick Group wanted a partner who could deliver results fast, as part of "The Kubrick Way".

### The return on investment

#### A fresh pipeline to support the go-to-market strategy

Kubrick's pipeline is now 80% full of solution-based projects from their new value proposition. After the embed phase, the sales team have witnessed immediate results. New opportunities are being created that wouldn't have surfaced if it wasn't for SBR.

**+80%**

80% of the pipeline are solutions from the new value proposition.

**+11%**

Increase in confidence to sell their new solutions.

**+86 NPS**

NPS score of +86 is 32% higher than other businesses, delivering a similar service. [Source](#)

### SBR's strategy to execution

#### Tailoring the sales process to 'The Kubrick Way'

After meeting with key stakeholders and high performers of the business, SBR developed an ideal client profile, landmark deals, and a customer buying process. After evaluating the new proposition, SBR built a tailored sales process for Kubrick. Through various workshops, SBR delivered a sales guide & playbook, training, and a Salesforce user guide to support Kubrick's projected growth.



"80% of our pipeline is now from projects & consulting opportunities, rather than 1-off training gigs that dominated our pipeline in the past. SBR came in and supported our new go-to-market proposition.

SBR are now our trusted growth partner and we're looking to explore more around account development transformation.

The sessions were well tailored to the idiosyncratic challenges of Kubrick, and those likely to become present, as we move into solution-lead selling."

**Simon Walker**

Managing Partner