

 **SBR**Consulting

Create.
Engage.



Alan Morton
Managing Director



Ellen Price
Principal Consultant



Nick Synnott
Director

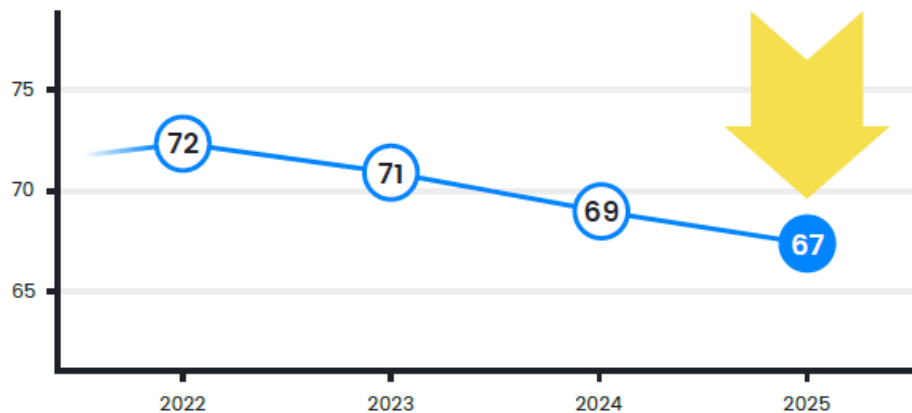
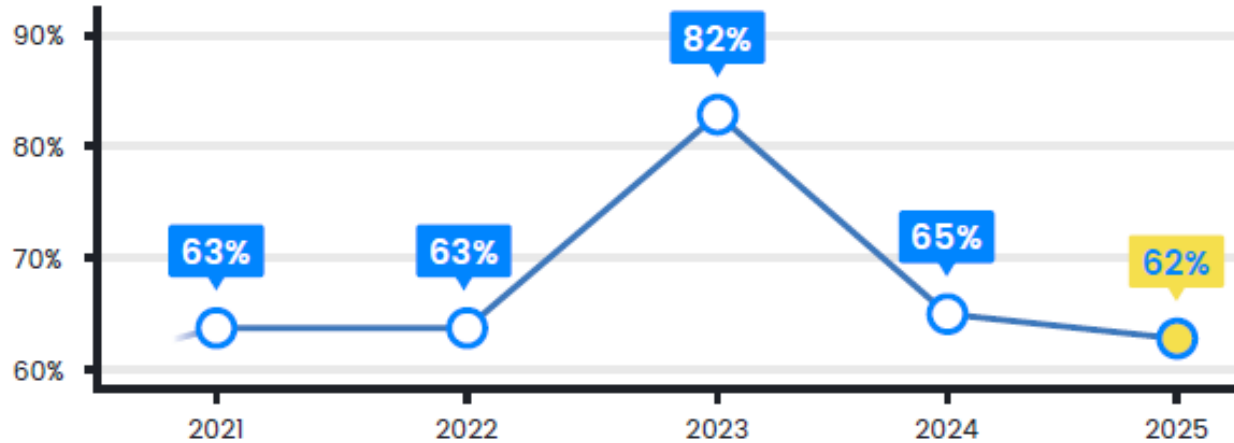


Alex Lewis
Account Director

Driving Marketing & Sales ROI for your consultancy
Building campaigns that convert

Growth confidence.

PERCENTAGE OF CONSULTANCIES THAT GREW REVENUE



**IT'S NEVER BEEN HARDER
TO WIN NEW BUSINESS**

55% reported this as their number one challenge – the highest percentage since we started benchmarking consultancies in 2020.



THE
CONSULTANCY
GROWTH
NETWORK

CONSULTANCY
BENCHPRESS

WOW

Marketing sales alignment

79%

of marketing leads never convert into sales because of a lack of nurturing

73%

of leads passed to sales teams are never contacted

Firms with excellent sales and marketing alignment close

38%

more deals

and achieve

27%

faster three-year profit growth

What we will cover:



Why sales-marketing misalignment happens and how to fix it.



What great campaign execution looks like in your consultancy.



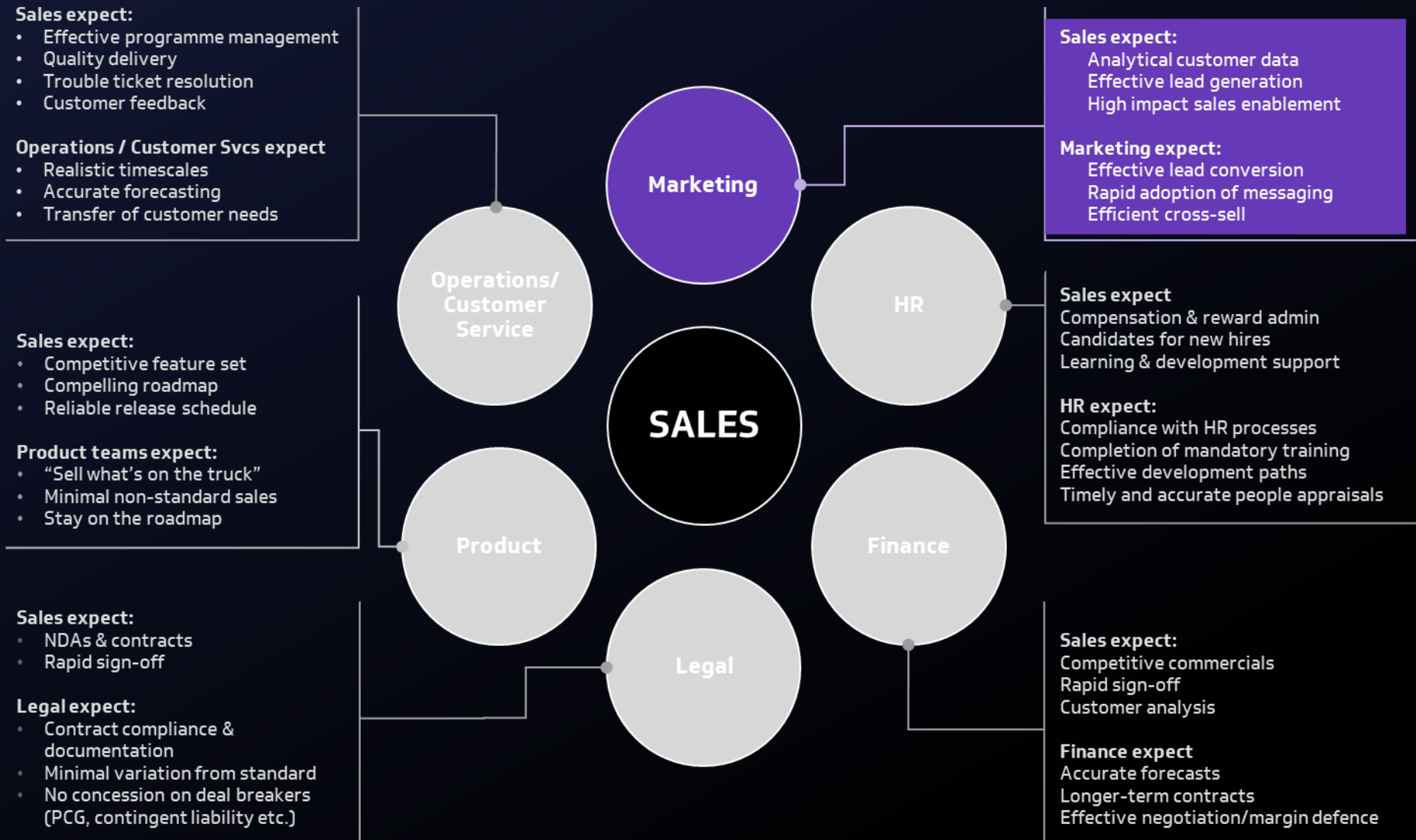
How to create joined-up goals, content, and follow-up plans.



Key steps you can implement right away to align your teams.

Keys to seamless collaboration.

- Cut chaos!
- Create trust and belief
- Know your blind spots



Maximising opportunity & leads.



**Awareness
raisers**



**Credibility
builders**



**Lead
generators**



**Conversation
starters**



Awareness Raisers



Credibility Builders



Lead Generators



Conversation Starters

Website



LinkedIn



Blogs



Case Study



Testimonials



Newsletter



Whitepaper/eBook



Events



Webinar



Video Series



Podcast



How you can use AI to supercharge your marketing.



**Stretching a Single
Piece of Content**



**Ideation and
Repurposing**

So where are your leads?



Newsletter
Regular Readers



Gated Content
Downloads



Webinar
Attendees

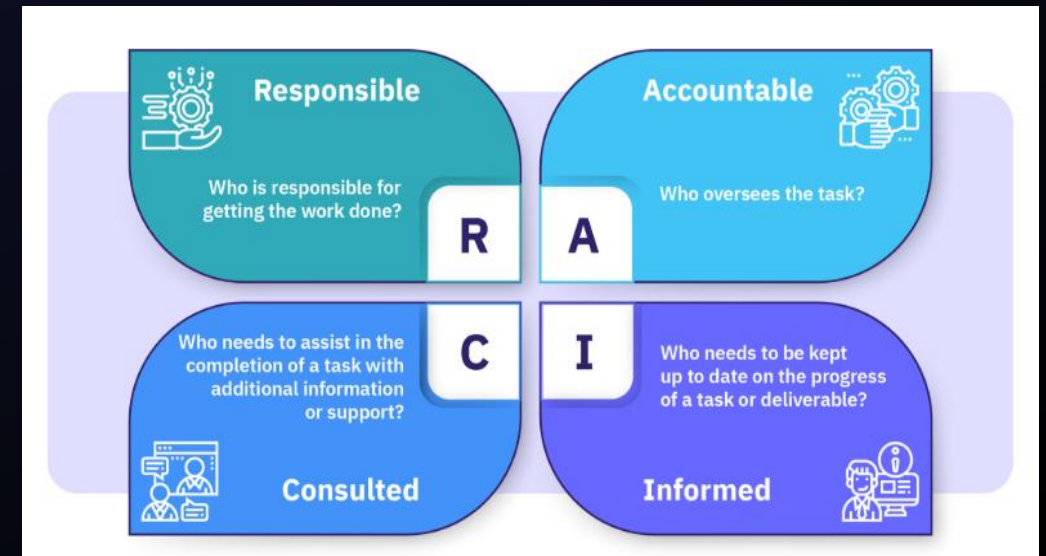


Webinar / Podcast
Guests

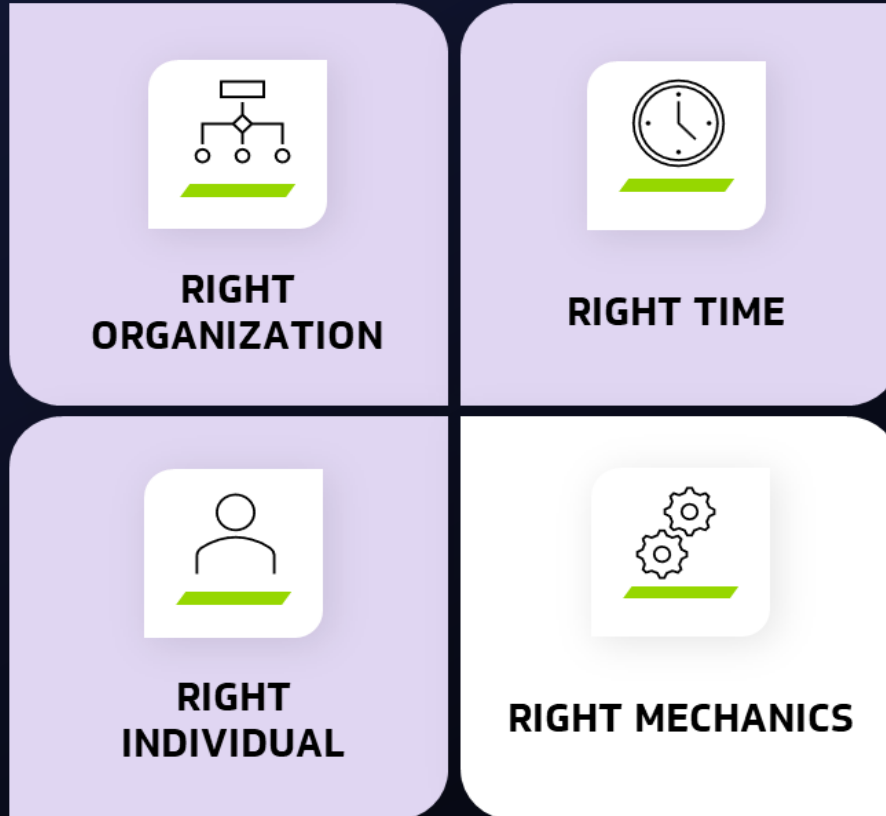
Create clarity.

Defining the process of working together

- Clear stage definitions
- Clear roles, responsibilities and expectations at each stage.
- Clear Feedback loops
- Clear data roadmap - tracking and reporting



The nurture phase ('the messy middle').



Roles and responsibilities

- IMMEDIATE NEED
 - Sales to act.
- MEDIUM TERM OPPORTUNITY
 - Targeted pursuit &/ or account-based marketing.
 - Sales to act at appropriate cadence.
- LONGER TERM POTENTIAL
 - e.g. Strategically important within ICP or potential to buy/ influence – decide investment.
 - Marketing continue the approach.
 - Assign sales resource to account and begin nurture/ relationship build.

Key steps to implement: build belief.

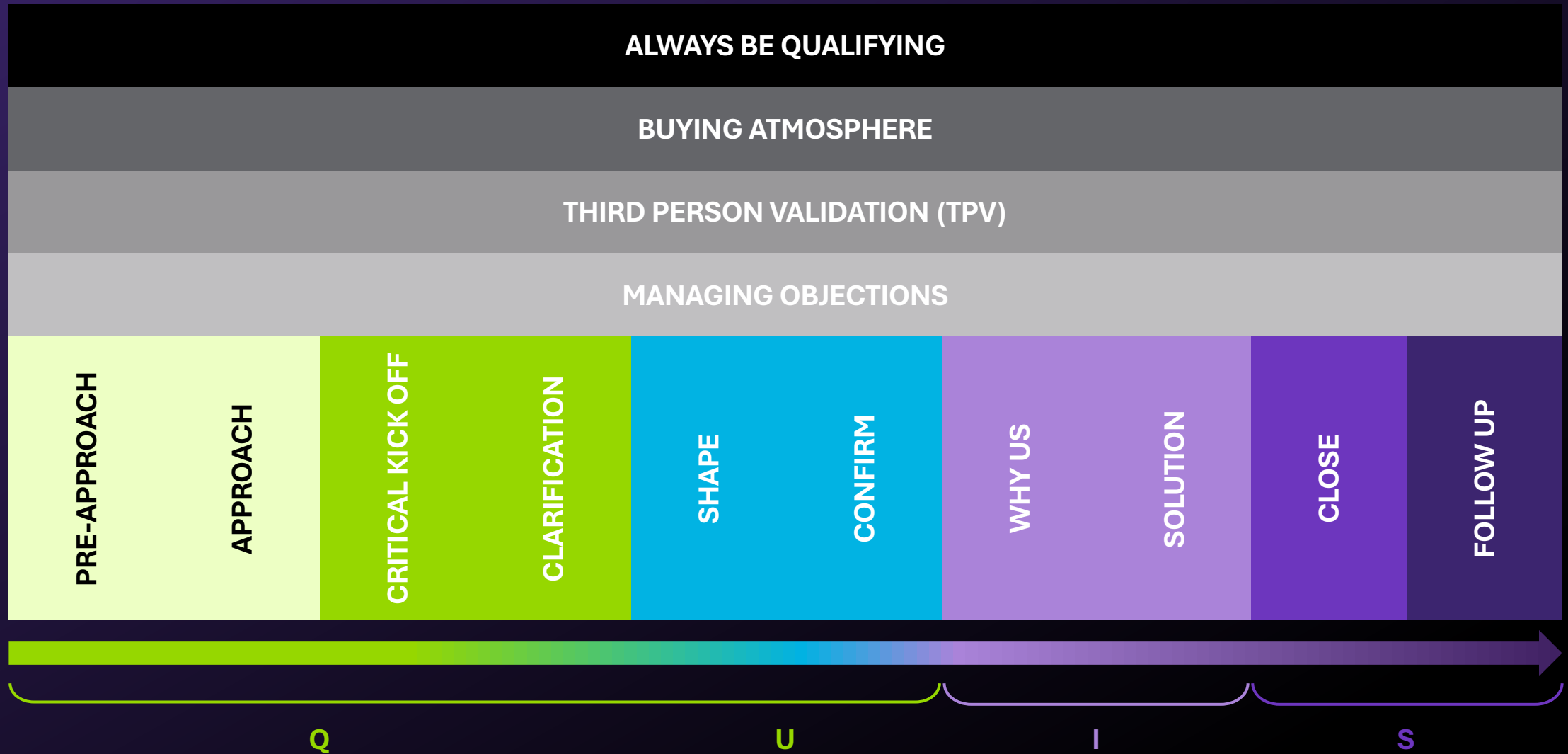
OPPORTUNITYISNOWHERE

ACTION: Build belief by sharing the stories of landmark deals

Key steps to implement: build capabilities.

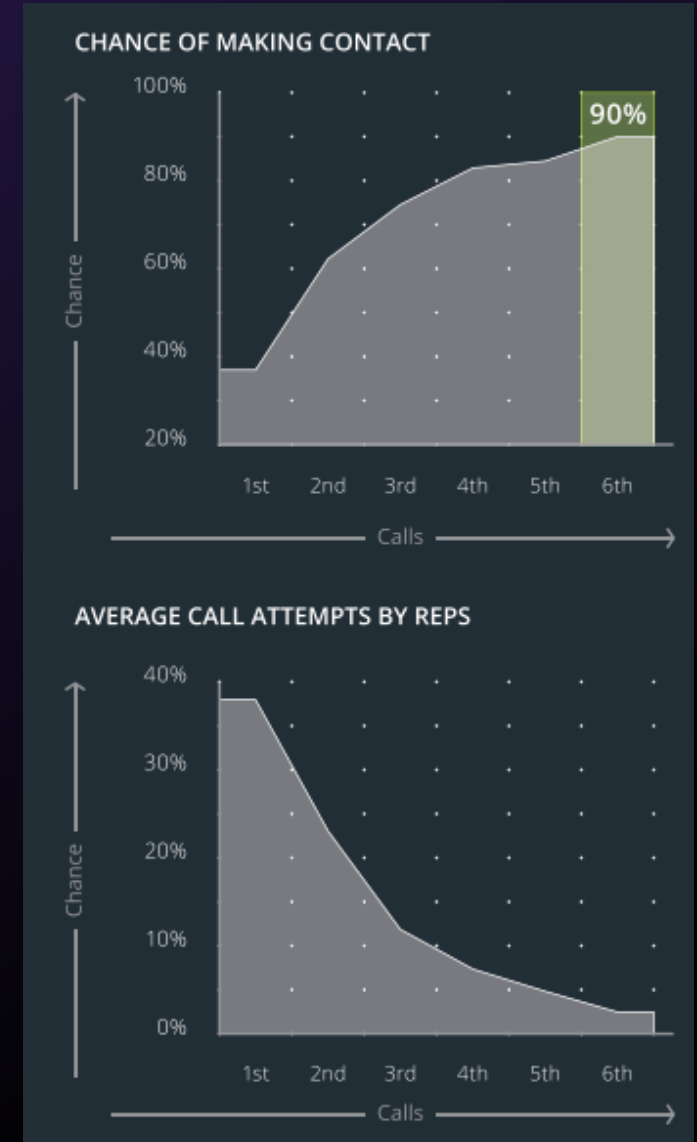
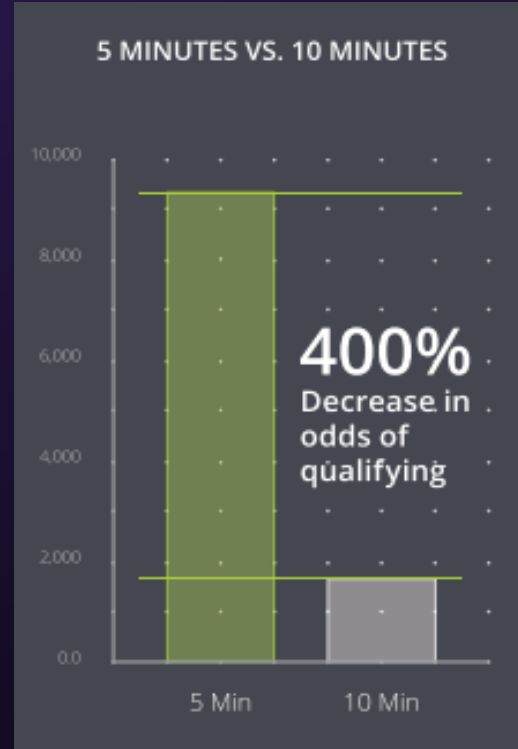


QUIS Selling™ - The 10:4 model.



Key steps to implement: Approach excellence.

- **Follow up promptly:** time steals deals.
- **Personalisation drives performance.**
- **Use questions** to create dialogue and stimulate response.
- **Multi-channel:** including the phone.
- **Give to get.**
- **Polite persistence:** if you can see potential.
- You can't manage what you don't **measure**.
- You get more of what you recognise.





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createengage.co.uk

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