



CONSULTING EXCELLENCE

DECLARATION

 **SBR Consulting**

ABOUT SBR CONSULTING

WHO WE ARE

- We are a passionate and pragmatic group of sales practitioners who are obsessed with excellence in the profession of sales.
- We believe that sustainable business growth is the outcome of collaboration across aligned teams that have the customer at the center of their focus.
- Our programmes are based on the experience of working with 1000 organisations in 38 countries over the last 22 years.

WHAT WE DO

We partner with client teams, mixing our curiosity with insight to create programmes that embed better ways to drive key results:

- Increased sales volume through improved conversion rates
- Increased sales velocity through improved qualification
- Increased sales value through larger deal sizes
- Increased pipeline visibility, predictability and forecast accuracy

WHO WE WORK WITH

- We collaborate with ambitious forward-thinking people and businesses to navigate a better way to growth.
- We work with global industry leading household names across multiple markets and geographies.
- The unifying factors within our clients are a focus on growth, a willingness to challenge legacy habits and a recognition that their sales teams are critical to their long-term success.

“We generated **88%** more Qualified Sales Opportunities (QSO’s)”

“Our Closed: Won conversion rate increased by **116%**”

“We increased the number of opportunities ‘accepted’ by the sales team by **170%**”

“The revenue from QSO’s rose **142%**, an increase from **£6.5m to £9.27m**”

“We increased MQL to SQL conversion by **95%**”

OUR APPROACH TO REVENUE ACCELERATION

Our entire approach is around truly understanding our client and their needs so that we are in a position to help achieve their business objectives. Our team have a variety of industry knowledge and experience and utilise SBR Consulting's Habits Triangles™. These cover 3 core elements necessary to create a successful organisation through **Sales Transformation, Sales Enablement, and Sales Force Effectiveness.**



SALES TRANSFORMATION

We work closely with the C-suite and organisational leaders to drive a sales change.



SALES ENABLEMENT

We work with sales leaders in order to create an inspirational sales culture, focusing on process, people and performance coaching.



SALES FORCE EFFECTIVENESS

We work with the sales team(s) to ensure professional selling best practices become a habit, with individuals holding themselves to account.

OUR DECLARATION



SBR Consulting is committed to the Management Consultancies Association (MCA) Consulting Excellence Scheme, raising standards in sales consulting and as such want to be aligned with the focus of the MCA to accelerate sales transformation, enable growth and at the same time increase sales efficiency and effectiveness.

SBR wants to be involved in supporting other firms by accelerating their revenue through sales transformation. We aim to be part of a community that shares knowledge and experience and represents world class consultancy practice.



OUR PURPOSE: **GROWTH**

We nurture and grow the collective power of talent, tools and tech as we strive to become the global authority on revenue acceleration.

We help deliver long term sustainable prosperity for businesses, people and economies.

ETHICAL BEHAVIOUR

Consulting Excellence firms work with clients, partners, employees and other stakeholders in an ethical way. We are responsible in the fact that we have an agreed set of values that drive our culture. We drive our behaviours towards each other, our suppliers, and our customers. An example of this being reinforced is demonstrated at our yearly Global Summit. At various points in the year we bring the entire firm together from over the globe to share knowledge, be involved in developing the company and build team relationships. Over the last 3 years, we've hosted company-wide sales kick-off meetings in Prague and team members fly in from America, and all over Europe to join us.

Proof of our business being conducted in a way that relates to moral principles can be referenced from some of our long-standing clients. They are an example of how our client's value SBR, and how we are committed to building a long-term relationship with them. We apply reliable methods and frameworks and nit ourselves into the fabric of our client's DNA.

The ways in which we foster an ethical culture is with regular reviews with clients: we use independent consultants who consult by shadowing and give regular observational outputs to our clients. We have a set of standards that our consultants follow and a sales diagnostic. Every member of our team has structured personal support. We have an inhouse onboarding programme that is updated and developed with our new hires. We are part of Southwestern, a global family of companies. Our work is tailored to each client and our approach is specific each case individually.

OUR MISSION

We collaborate with ambitious forward-thinking people and businesses to navigate a better way to growth



CLIENT SERVICE AND VALUE

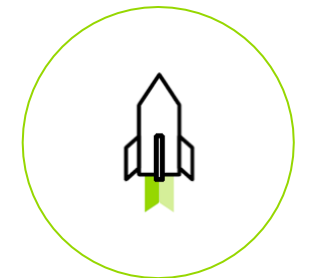
Consulting Excellence firms promote the highest standards of client service and value. We ask the right questions to understand our clients' needs and objectives. We provide impartial advice to help our clients achieve their objectives. We coach the client through every step of the way, and we challenge perceptions and deliver what is truly needed. We elevate the practice and perception of sales and sales leadership.

We take the time to understand our client's needs before we can offer the right solution for them. We do transformation, not off the shelf or "one size fits all" programmes. Long term partnerships where we deliver results and are seen as the trusted advisor are key to our success. One off engagements are rarely great for anyone; us or the client. Goals and objectives are agreed upfront between clients and us, and our client's success is our success etc. Our clients are our heroes. We win when the client wins.

Our vision is to enable organisations and people to thrive in the modern business world. In our opinion, too often sales is seen as a dirty word and elevating the practice and perception of sales is what drives us every day. We are proud to be in the business of sales. If done right, it leads to happy customers and an engaged team.

OUR VISION

To enable organisations and people to thrive in the modern business world.



THE ESSENCE OF SBR ON A PAGE OUR VALUES

VALUE	MESSAGE	ASSOCIATED BEHAVIORS	WHO WE ARE
We are authentic practitioners and partners.	We value and generate experience, seen as experts in our fields delivering pragmatic solutions by always collaborating – ‘team’ is in our DNA.	Customer focused Communicates Openly Collaborates Values Difference	
We drive insight from a platform of curiosity.	We lead with curiosity, listen first and let our client’s unique situation guide us - insightful connections mean we influence others to think outside the box and challenge current ways of thinking.	Being Curious Influences Others	
We seek growth at every opportunity.	Not afraid of the unknown we build and develop habits and process that help prepare for the future, making strategic connections and learning - generating growth in individuals, teams and businesses.	Manages Ambiguity Thinks Strategically Actively Learning Develops Others	
We deliver value by finding better ways to drive results.	We constantly push ourselves with an owner mentality, using innovative solutions that deliver tangible results.	Drives Results Cultivates Innovation Ensures Accountability	

PROFESSIONAL DEVELOPMENT

Consulting Excellence firms develop the capabilities of their consultants, provide career development opportunities and support the welfare of all their employees.

We are investing in people so that we can support our client's needs. Each year we hire new consultants to the team. We run monthly internal training programmes for the whole team and continue to invest in other areas of personal development so that we stay ahead of the competition. Programmes that we have developed in our team include Psychology, Transactional Analysis and Marketing Development. As early adopters creating client specific sales playbooks and sales guides, we continue to add the appropriate technology for each of our clients. We are adding new offices globally - as a minimum, one every 3 years (currently we have physical presence in 5 countries) as well as consultants with multi-language capability to support our global list of clients. We have annual appraisals for all our staff, goals, and promotion targets. We set aside budget for training, e.g., we have recently certified our consultants as DiSC accreditors and taken the PRINCE2 project management course.

We hold regular 1-2-1s, meet monthly as a sales team, constantly develop our internal IP, and we shadow and learn from each other. Each member of our company is an Authentic Sales Practitioner, from the consultant team to the operations and finance. We mix curiosity with insight constantly challenging ourselves and our teams. We are always curious about the sales profession and willing to learn from others in the team. One of Country Managers quotes, "I like being challenged all the time and still have a great safety net to rely on in the team of extremely experienced but also caring senior colleagues. I also enjoy being paid what I am worth and delivering projects across the whole continent."

We care for our employee welfare and career development. Each consultant has an annual goal. Our levels range from consultant, senior consultant, principal consultant, managing consultant to senior partner. Each year there have been promotions. We offer maternity and paternity packages and special circumstances and rewards to those who hit their targets. We have a company holiday to those who hit a minimum level of sales, including our Marketing, Operations and Finance team if certain company targets are met. Our holiday packages are 25 days + bank holidays and you can carry over up to 5 per year. Every month we show statistics on promotion. We promote a "working from home" policy and offer flexibility for our consultants for meetings. We want to offer balance and positive mental wellbeing to the consultants who chose to work long hours. One of our Senior Consultants quote, "I was one of their clients and the impact they had on our sales performance was so phenomenal that I wanted to join. I discovered a team of talented individuals, practicing what they preach and driven by making a positive difference around them!"

EQUAL OPPORTUNITIES

Consulting Excellence firms treat everyone with dignity and respect at work.

We are committed to an ongoing programme of equal employment and non-discrimination for all and comply with all relevant obligations under the Equality Act 2010.

We provide equal employment opportunities in accordance with the developments in the field of race relations, age, sex equality, sexual orientation, religion or belief, gender reassignment, pregnancy and maternity, disability, marriage and civil partnership and the legislation to protect against discrimination in employment.

Our aim is that our workforce will be truly representative of all sections of society and each employee feels respected and able to give of their best



Get in touch to find out more about SBR Consulting, our services, our people, and our commitment to *Consulting Excellence*.

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