CONSULTING EXCELLENCE DECLARATION

MCA CONSULTING EXCELLENCE

SBRConsulting

WE'VE BEEN WORKING TO INCREASE SALES EFFECTIVENESS FOR OVER TWO DECADES

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 centre of their focus

Our programmes are based on the experience of working with over 1000 organisations in 38 countries over the last 24 years.

WHAT WE DO

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

- Increased sales volume through improved conversion rates.
- Increase 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 factor within our clients is a focus on growth, a willingness to challenge legacy habits and a recognition that their sales teams are critical to their long-term success.

"Generated **88%** more Qualified Sales Opportunities (QSO's)"

"Closed: Won conversion increased **116%"**

"Increased number of opportunities 'accepted' by the sales team by **170%"**

"Revenue from QSO's up **142%**, an increase from **£6.5m** to **£9.27m"**

"Increased MQL to SQL conversion by **95% "**

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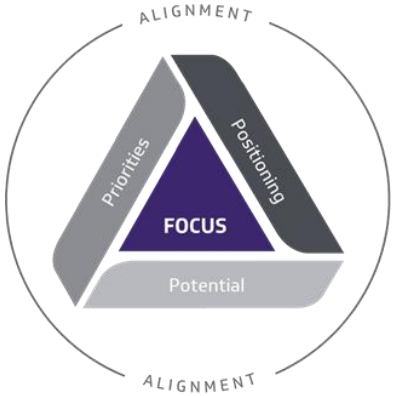
FROM STRATEGY TO COMMERCIAL EFFECTIVENESS AND EXECUTION

We review your business through multiple lenses and work across the commercial functions to help you:
Grow pipeline, optimise conversion rates, drive pipeline/deal velocity and extend customer lifetime value.



TRANSFORMATION

Improve your commercial strategy and align commercial goals to the context of your strategy, market, operational reality and culture. Quantify the market opportunity and refine your positioning and value proposition.

ENABLEMENT

Create the plans, structure, and processes needed to underpin success—and the leadership capability to inspire peak performance.

EFFECTIVENESS

Develop the capabilities and motivation to execute effectively.

Establish the commercial KPIs, dashboards and reporting to support the development of the habits needed in your commercial teams.

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OUR DECLARATION

SBR Consulting is committed to the Management Consultancies Association (MCA) Consulting Excellence Scheme, which aims to raise standards in consulting. As such, we align with the MCA's focus by being ambitious and forward-thinking, enabling people and businesses to navigate a better way to growth.

SBR aims to support other firms by accelerating their revenue growth through sales & marketing 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 technology as we strive to become the global authority on revenue acceleration.

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

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ETHICAL BEHAVIOUR

Consulting Excellence firms operate with integrity, working ethically with clients, partners, employees, and all stakeholders. At SBR, ethical behaviour is embedded in our culture through clearly defined values that guide how we work with each other, our clients, and suppliers.

We demonstrate responsible citizenship by creating an environment where collaboration, openness, and accountability are expected. Our monthly global team meetings reinforce these principles by bringing together colleagues from across the globe to share insights, strengthen internal relationships, and contribute to the firm's development.

Our ethical commitment is further reflected in the way we build and maintain long-term relationships with our clients. These partnerships are based on mutual trust, transparency, and the consistent delivery of high-quality, values-led consulting. We integrate ourselves into clients' businesses, using proven frameworks and methodologies while aligning closely with their strategic objectives.

To ensure we maintain high ethical standards, we regularly review our practices. This includes independent consultant-led shadowing and observational feedback, which is shared openly with clients to ensure clarity, fairness, and integrity in our work. All consultants follow an established code of conduct, supported by tools such as our sales diagnostic framework and structured personal development plans.

New team members undergo a comprehensive onboarding process, co-developed with recent hires to reflect current best practices. As part of Southwestern, a global group of companies, we maintain rigorous ethical standards while tailoring our approach to the specific needs of each client engagement.

OUR MISSION

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

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CLIENT SERVICE AND VALUE

Consulting Excellence firms uphold the highest standards of client service and value. At SBR, we begin by asking the right questions to gain a deep understanding of our clients' objectives, challenges, and context. This enables us to provide impartial, tailored advice that helps clients achieve real, lasting outcomes—not just deliverables.

We do not offer generic, off-the-shelf solutions. Every engagement is built around the specific needs of the client, ensuring a bespoke approach that supports long-term impact. Our role is both consultative and coaching-oriented: we guide clients throughout their journey, challenge assumptions where necessary, and help embed lasting change.

We believe that one-off engagements rarely provide the full value our clients deserve. Our focus is on building enduring partnerships where we act as trusted advisors. Objectives and success criteria are agreed upon upfront, with a shared commitment to delivering measurable value. When our clients succeed, so do we.

Our consulting work is rooted in a belief that sales is an under-appreciated discipline. We are on a mission to elevate the practice and perception of sales and leadership. We bring rigour, professionalism, and purpose to an area too often dismissed or misunderstood. By doing so, we help organisations thrive, teams feel empowered, and customers remain genuinely engaged.

We continually strive to enhance the value we deliver. Regular feedback loops, both formal and informal, allow us to adapt, refine, and enhance our work based on client input. Transparency, accountability, and a commitment to continuous improvement underpin everything we do.

OUR VISION

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

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THE ESSENCE OF SBR ON A PAGE OUR VALUES

VALUE	MESSAGE	ASSOCIATED BEHAVIORS
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 clients' unique situations 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 processes that help prepare for the future, making strategic connections and learning, which generates 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

WHO WE ARE

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PROFESSIONAL DEVELOPMENT

Consulting Excellence firms develop the capabilities of their consultants, provide structured career development, and support employee welfare. At SBR, our commitment to people underpins everything we do, because excellent consultants create exceptional client outcomes.

We undertake regular training and professional development planning across the company. Each year, we onboard new consultants and provide structured internal training on a monthly basis, covering themes such as psychology, transactional analysis, marketing, and sales enablement. In addition, we invest in external qualifications. Recent examples include DiSC personality psychometric certification and Client Partner training, which further enhance our impact on our clients.

Our team members learn from one another through regular peer shadowing, knowledge sharing, and collaborative project work. Every consultant is expected to develop into an Authentic Sales Practitioner, regardless of their role in delivery, business development, marketing, operations, or finance. Curiosity and challenge are encouraged: we mix analytical thinking with insight to continually evolve our internal IP and the quality of our delivery.

We promote strong consulting specialisms by building capability in areas such as sales playbook development, client-specific sales enablement, and multi-language consulting delivery. Our team supports clients across Europe, North America, and Asia, and we continue to open new offices globally, expanding our footprint approximately every three years.

We support our consultants' progression through clearly defined levels from Consultant to Senior Partner. Annual appraisals, structured goals, and transparent promotion criteria are in place for all roles. Each month, we share statistics on promotions, milestones, and team progress. Career development is not only encouraged, it is expected.

Employee well-being is equally prioritised. We offer generous holiday packages (25 days plus bank holidays, with carry-over allowances), flexible working arrangements, and remote-first policies that promote work-life balance and mental well-being. Maternity and paternity packages are in place, as well as additional rewards for high performance, including access to our company holiday incentive. Our culture values both ambition and support. One Country Manager described it as "a great safety net of experienced, caring senior colleagues."

We recognise the importance of raising standards across the industry and support initiatives such as the Chartered Management Consultant (ChMC) accreditation. We align with its values and believe accreditation is a positive step forward for the profession.

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COMMITMENT TO DIVERSITY AND INCLUSION

Consulting Excellence firms are committed to building diverse, inclusive workplaces where every individual is respected, valued, and able to thrive. At SBR, we actively promote equality of opportunity and foster an environment where diversity in all its forms is valued and embraced across backgrounds, experiences, identities, and perspectives.

We comply fully with the Equality Act 2010 and go beyond compliance by embedding inclusive practices into our recruitment, onboarding, and day-to-day operations. We provide equal employment opportunities regardless of race, gender, age, sexual orientation, religion or belief, disability, or any other protected characteristic. Our ambition is for our team to reflect the diversity of the global clients we serve.

We recognise that inclusion is about more than representation—it's about ensuring people feel respected, safe, and able to do their best work. To that end, we foster a culture where differences are celebrated, diverse perspectives are welcomed, and psychological safety is a top priority. We support flexible working, tailor support to individual needs, and encourage open dialogue across the team.

Our recruitment approach focuses on sourcing from a broad talent pool and removing barriers to entry and progression. We assess fairly, provide mentoring, and ensure our promotion pathways are transparent and accessible. Developing future leaders from all backgrounds is a core part of our talent strategy.

SBR also supports wider industry efforts to improve diversity and inclusion. We monitor the diversity of our team, seek feedback on inclusion, and are open to sharing data that contributes to the MCA's annual Diversity and Inclusion (D&I) reporting. We view inclusion not as a compliance issue but as a driver of better thinking, stronger teams, and long-term success—for us, and for our clients.

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COMMITMENT TO SUSTAINABILITY

As a *Consulting Excellence* firm, SBR is committed to operating sustainably and supporting our clients to do the same. We recognise that sustainable development is both a responsibility and an opportunity to reduce environmental impact, improve operational resilience, and contribute positively to society.

Within our own organisation, we are taking active steps to reduce our environmental footprint. We promote remote working, which significantly reduces our travel emissions. When travel is required, we encourage lower-carbon options wherever possible. Our global team operates with minimal reliance on physical infrastructure, and we aim to keep our operational impact lean and efficient. We also prioritise working with suppliers who demonstrate strong environmental credentials.

We are integrating sustainability considerations into our client work. Although we do not offer environmental consultancy services, we incorporate sustainable thinking into our client engagements. For example, by helping clients adopt digital solutions, eliminate inefficient processes, and develop scalable sales models that reduce waste and duplication, we can make a significant impact. When facilitating transformation programmes, we consider long-term resilience, responsible growth, and cultural alignment, all of which contribute to sustainable performance.

Sustainability is a journey, and we are committed to continuous improvement. As part of our long-term strategy, we are examining the most effective ways to measure and report on our environmental and social impact. We support industry-wide efforts to raise standards and will look to align with MCA sustainability reporting initiatives where appropriate.

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

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