

ABOUT SBR CONSULTING

Our aim is to elevate the practice and perception of sales within individuals and organisations and as a result create increased revenue, enhanced professionalism & intelligent activity.



4 STAGES OF COMPETENCY



If you always think
the way you've always thought,



then you'll always do
as you've always done,



and you'll always get
what you've always got.

4 STAGES OF COMPETENCY



**Unconscious
incompetency**

Blissful
ignorance



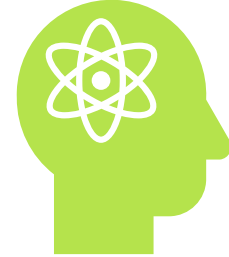
**Conscious
incompetency**

Aware of one's
lack of
knowledge



**Conscious
competency**

Thinking &
implementing



**Unconscious
competency**

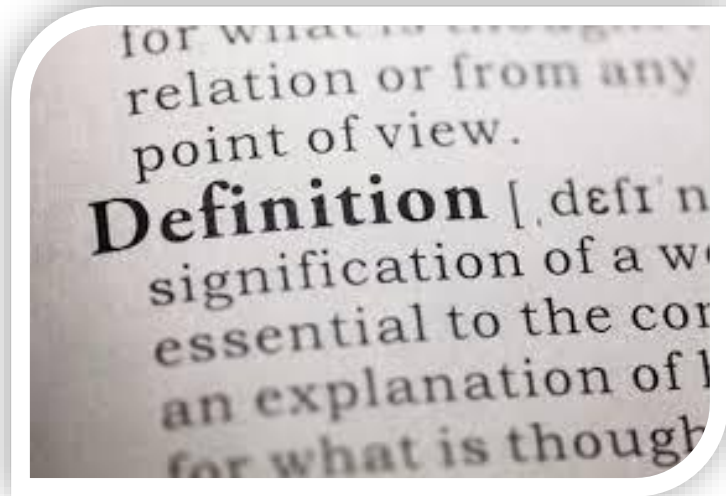
Becomes habit

Martin M. Broadwell first articulated the model in his "four stages of teaching" in February 1969



ACCOUNT DEVELOPMENT

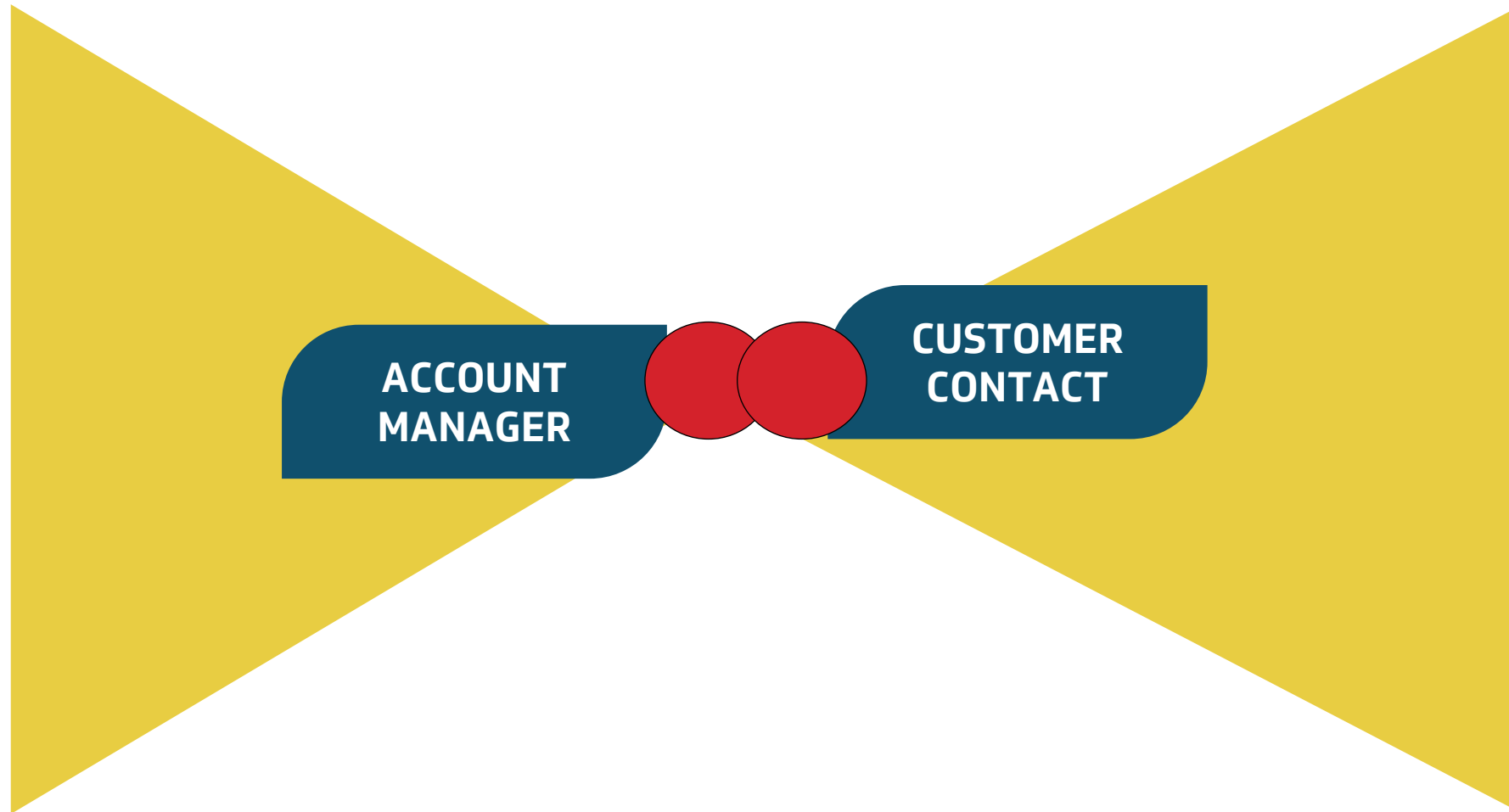
WHAT IS ACCOUNT DEVELOPMENT?



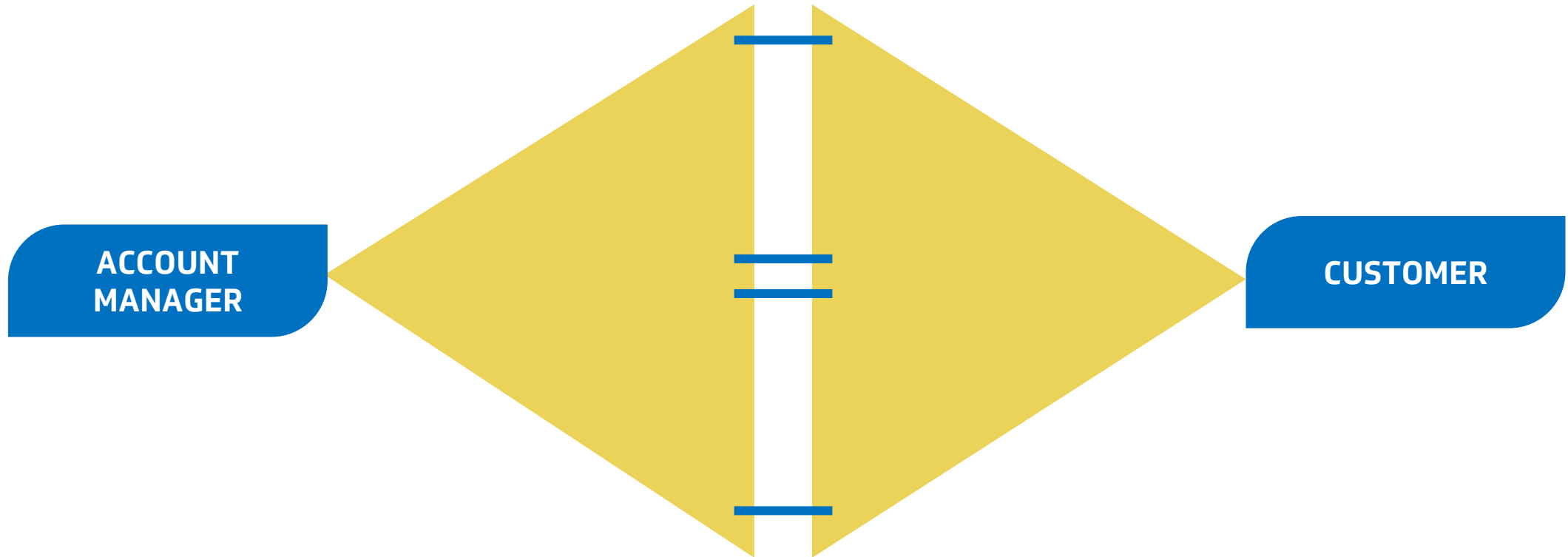
A team sport (internal and external) focused on mutual value and mutual benefit – *SBR Definition*

- Is this what customers typically get?
- Is this what we typically do?

RELATIONSHIPS: STAKEHOLDER ENGAGEMENT



STAKEHOLDER ENGAGEMENT



THE VALUE OF EFFECTIVE ACCOUNT DEVELOPMENT

- Increase customer loyalty and retention.
- Increased revenue as opportunities to “land and expand” are uncovered, identified and capitalised on.
- Increased profitability.



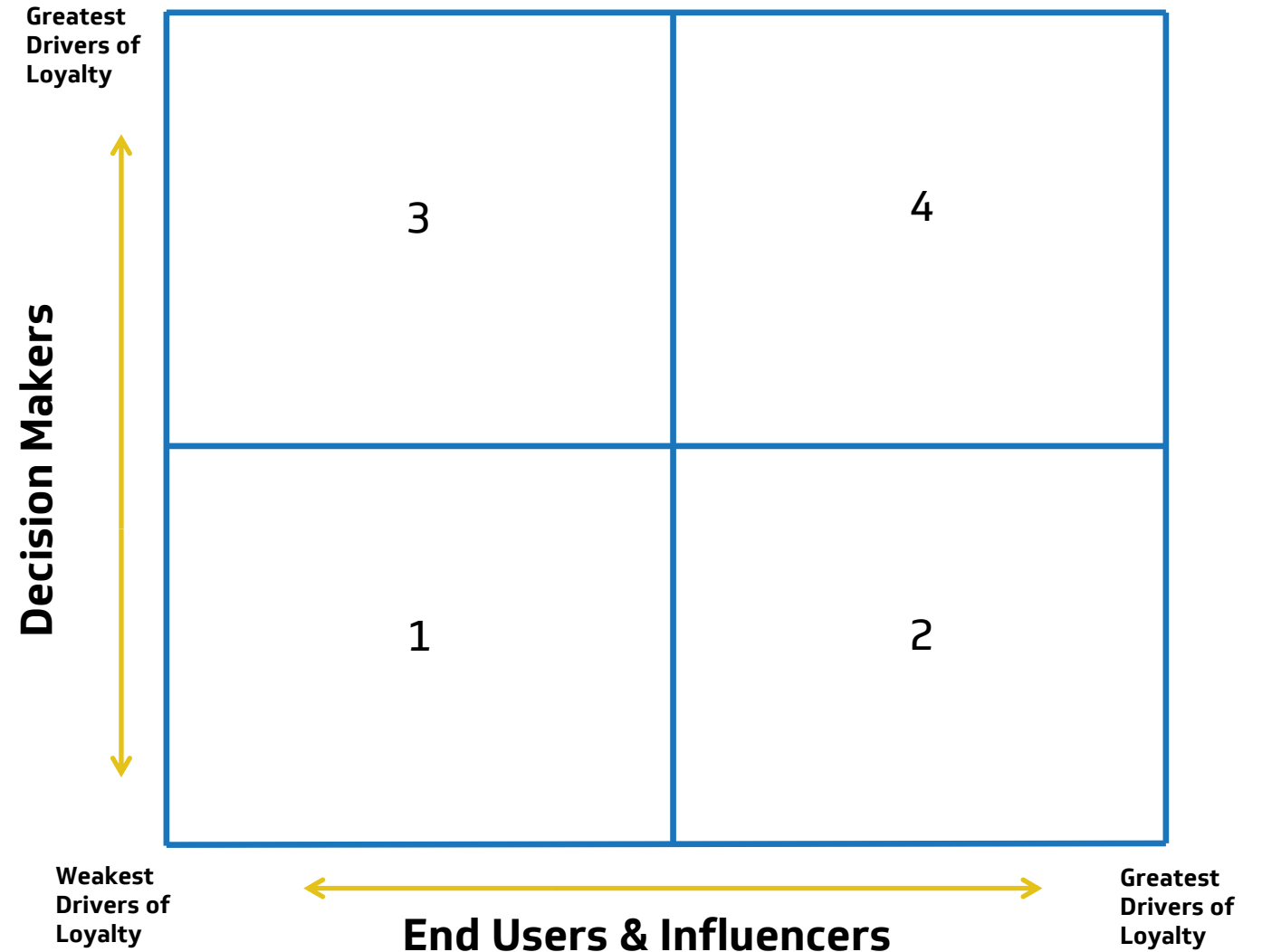
- “A 5% improvement in customer retention can cause an increase in profitability of between 25 and 85 percent” - Reichheld, F. and Sasser, W. Harvard Business Review



CUSTOMER LOYALTY

WHAT DRIVES CUSTOMER LOYALTY?

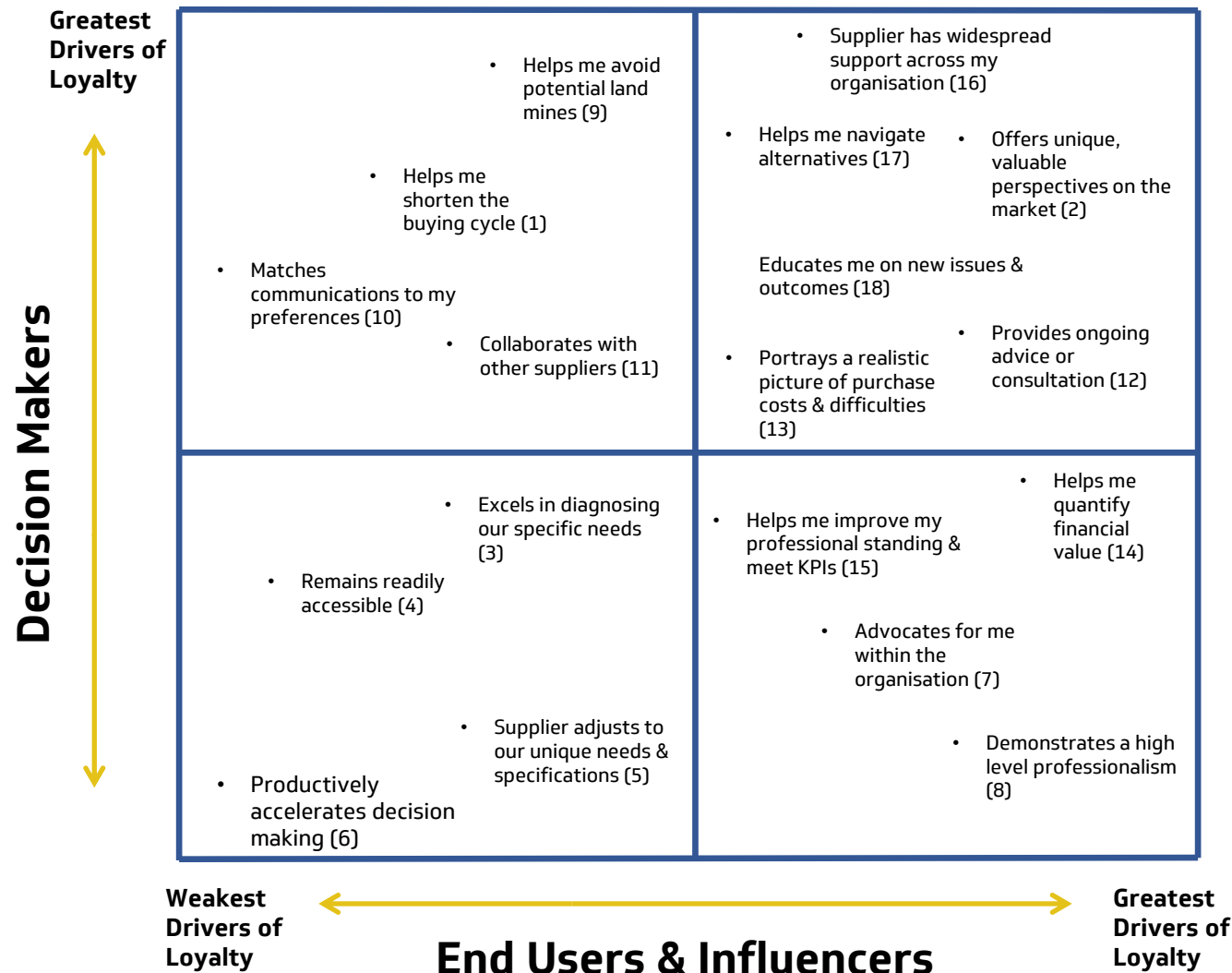
- Helps me shorten the buying cycle (1)
- Offers unique, valuable perspectives on the market (2)
- Excels in diagnosing our specific needs (3)
- Remains readily accessible (4)
- Supplier adjusts to our unique needs & specifications (5)
- Productively accelerates decision making (6)
- Advocates for me within the organisation (7)
- Demonstrates a high-level professionalism (8)
- Helps me avoid potential land mines (9)
- Matches communications to my preferences (10)
- Collaborates with other suppliers (11)
- Provides ongoing advice or consultation (12)
- Portrays a realistic picture of purchase costs & difficulties (13)
- Helps me quantify financial value (14)
- Helps me improve my professional standing & meet KPIs (15)
- Supplier has widespread support across my organisation (16)
- Helps me navigate alternatives (17)
- Educates me on new issues & outcomes (18)



Source: Sales Executive Council

Discussion: Place each of these loyalty drivers into a quadrant you feel is best suited

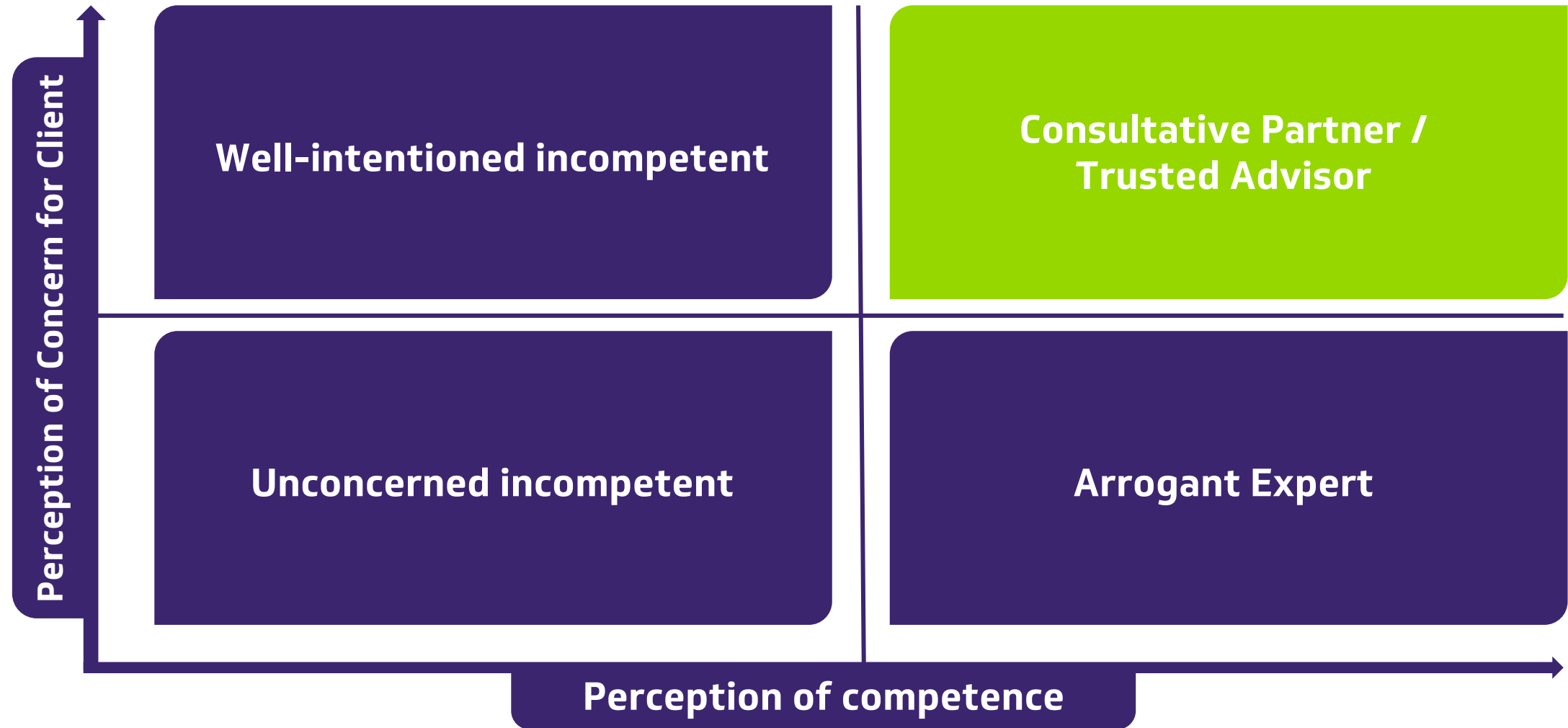
WHAT DO OUR CUSTOMERS VALUE? WHAT DRIVES LOYALTY?



A green background collage featuring various business and culture-related icons. These include a laptop, a mouse cursor, a bar chart, a piggy bank, a coffee cup, a pie chart, a cloud with a download arrow, a sun, a Euro symbol, a pound symbol, a triangle with 'Strategy', 'People', 'Culture', and 'Values' inside, and various arrows and speech bubbles.

TRUST EQUATION

HOW DO YOU COME ACROSS



EMOTIONAL BANK ACCOUNT

T – Trust

R – Reliability
C – Credibility

I – Intimacy

$$T = \frac{C + R + I}{S}$$

S – Self
Orientation

The Trust Equation

David H Maister, Charles H Green, Robert M Galford

BREAKOUT: What could be potential withdrawals and deposits from a customer's emotional bank account ?

SCORING

Where are we now and what does that mean?



Client INTELLIGENCE

We understand the client's business issues and market factors that will be impacting them.



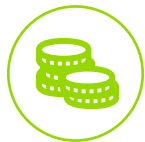
RELATIONSHIPS

We are aligned with the key stakeholders and have developed the relationships necessary to retain and grow the account.



PROPOSITIONS

We understand the whitespace between what they are buying and what they could be buying.

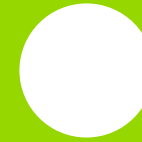


FINANCIAL

We have clarity on current share of wallet and clearly defined financial goals for the account.

SCORE

1-4



Don't know: 1
Think you know: 2
Definitely know: 3
Validated: 4

SCORING

Where are we now and what does that mean?



COMPETITION

We know who and what we are competing against, and how we can compete.



DELIVERED VALUE

We are delivering the tangible value required by the customer and it is quantified, captured and visible to all parties.



INSIGHT

Risks, Strengths and opportunities are captured

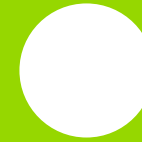


ACTION PLAN

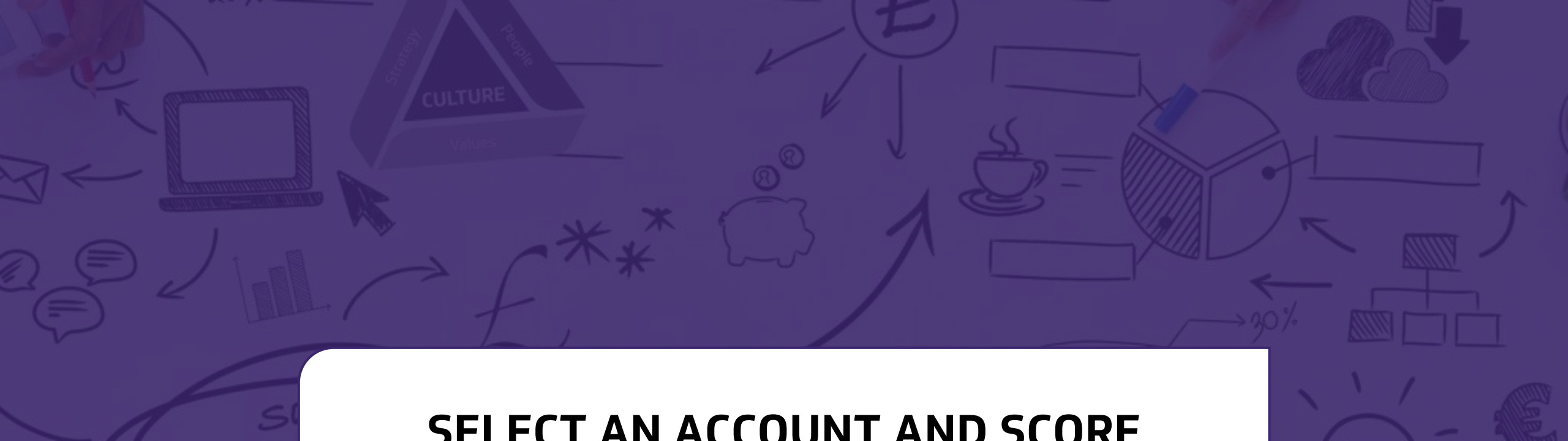
There is a clear plan of intelligent actions with owners and timelines.

SCORE

1-4



Don't know: 1
Think you know: 2
Definitely know: 3
Validated: 4



**SELECT AN ACCOUNT AND SCORE
YOURSELVES. WHAT ACTIONS MIGHT
YOU TAKE TO INCREASE THIS SCORE?**