

## Why be an Associate with SBR Consulting

Due to SBR Consulting's continued growth, we are looking to extend our group of 'Associate Consultants' to work with us across our large and complex portfolio of projects. Project duration varies from short term (several weeks) to long term (12+ months). With no upfront franchise fee, here's how you benefit:

### 1. Leverage off a Global Brand

With offices in US, Europe and Singapore, we are part of the \$350 million Southwestern Corporation, established in Nashville, Tennessee in 1855. It is this global presence that helps us to win bigger projects at a higher value than a solo consultant.

### 2. Work Alongside an Experienced Sales Consulting Team on Client Projects

Since 2002, the SBR Consulting team have worked on over 300 bespoke development programmes with in-house clients across 35 countries. Our reputation as experts in the field of professional selling precedes us.

### 3. Take advantage of SBR Consulting's IP

Our IP has been developed over the past 14 years and builds on the knowledge bank of our 160 year old parent company. SBR Consulting was largely formed because of the reputation of and demand for the sales and success skills portrayed in the thousands of alumni of our organisation (one of whom is Bruce Henderson founder of Boston Consulting Group).

### 4. Join a Team of Practitioners

We believe that everyone in the organisation is a sales person contributing to the growth of a business. We practice what we develop in others – excellence in the sale of professional services and consulting.

### 5. Grow a Consulting Practice

Our winning team is committed to growing a consulting firm focused on liberating sales potential worldwide. We are 'intrapreneurs' – we each have an entrepreneurial spirit with the camaraderie and support of a bigger company. We all have an input in growing the business, developing models, having a say in our strategy.

### 6. Profit from Company Ownership

Associates all have the opportunity to own stock in the entire parent company.

### 7. Incentive Trip

Win a luxury holiday for you and your partner with other winning team members.

### 8. Benefit from a prime London address

Based in the heart of the City of London, look professional with a London address for your business cards and a London office with boardroom to host client meetings.

### 9. Take advantage of SBR Consulting's Operational Team

SBR Consulting's operational team supports you by taking care of all invoicing, production of delivery materials, office management, etc, so you can spend your time on what you do best – winning and delivering work.

### 10. Gain Access to Marketing events

We host 3 free networking events each year for clients and prospects to help you win work as well as 'The Art of Selling Consulting Services' conference (which we sometimes run twice per year due to its popularity).

### 11. No Franchise Fee

Unlike other sales organisations that work in the sales development space where there can be significant set-up costs / franchise fees, we believe in partnership and in ensuring the people we choose to work with have access to the knowledge that they need to build a successful business.