

BRIGHT EVOLVE

Your Sales Ally

B2B Sales Consultancy Overview

Helping B2B Businesses Build
Predictable, Scalable Revenue

By Bright Evolve

www.brightevolve.net

Bright Evolve

Bright Evolve is a specialist B2B sales consultancy supporting founders and commercial leaders to move from inconsistent, founder-led sales to profitable, repeatable, and scalable growth.

This overview outlines our approach, services, and how we partner with B2B organisations to design and execute high-performing sales engines.

→ www.brightevolve.net

Who We Are

Bright Evolve works with early-stage and growing B2B businesses that want to:

- Create sales consistency and predictability
- Build scalable sales processes and teams
- Reduce reliance on founders for revenue generation
- Improve sales confidence, capability, and performance

We combine **strategy**, **execution**, and **enablement** - not just advice.

Why B2B Businesses Choose a Sales Consultancy

Many B2B companies face similar challenges:

- Sales success depends on a few individuals
- Poor qualification and long, unpredictable sales cycles
- Inconsistent messaging and processes
- Difficulty onboarding and ramping sales hires

A dedicated B2B sales consultancy provides:

- An objective, expert perspective
- Proven frameworks adapted to your context
- Hands-on support to implement change
- Faster progress with reduced risk

Our B2B Sales Consultancy Services

1. Sales Strategy & Advisory

- We work closely with founders and leaders to clarify:
- Ideal customer profiles and target segments
- Value propositions and messaging
- Sales motions and go-to-market approach
- Pipeline structure and success metrics

This ensures your sales strategy is aligned to your growth goals.

2. Sales Process Design & Optimisation

- We design sales processes that are:
- Simple, structured, and scalable
- Built around buyer behaviour
- Easy for teams to adopt and execute

This includes qualification frameworks, pipeline stages, forecasting models, and CRM alignment.

3. Sales Onboarding & Enablement

Through our Sales Onboarding Service we help teams:

- Ramp new hires faster, to be able to sell with confidence
- Follow consistent, proven sales behaviours
- Apply frameworks in real-world scenarios

Enablement is practical, applied, and measurable.

4. Fractional Commercial Leadership

For businesses not ready for a full-time sales leader, we provide:

- Senior-level commercial guidance
- Hands-on leadership and accountability
- Ongoing optimisation and coaching

You gain experience and structure without the full-time cost.

How We Work

Our consultancy approach follows four clear stages:

1. Discovery & Audit – Understand your business, market, and current sales reality
2. Design – Build a tailored sales roadmap and operating model
3. Implementation – Embed processes, coach teams, and support execution
4. Optimisation – Track results, refine performance, and scale what works

Who We Typically Work With

Our B2B sales consultancy is ideal for:

- Founder-led B2B startups
- Early-stage and scaling SaaS, HR Tech, EdTech, and services firms
- Businesses hiring their first or next sales roles
- Teams seeking structure, clarity, and predictability

Outcomes You Can Expect

Clients typically achieve:

- Improved pipeline quality and conversion
- Clear, repeatable sales processes
- Faster onboarding of sales hires
- Greater confidence in forecasting
- Reduced founder dependency

Why Bright Evolve

- Deep focus on B2B sales environments
- Practical, execution-led consultancy
- Flexible engagement models
- Proven frameworks adapted to your business

Our goal is simple: help you build a sales function that is profitable, repeatable & scalable.

Your Next Step

If you're ready to explore how a B2B sales consultancy can support your growth:

- Book a free discovery call
- Discuss your current sales challenges
- Receive tailored recommendations

Let's build a sales engine that scales with your ambition.

Book a free call

→ www.brightevolve.net/book-a-call

Bright Evolve

Bright Evolve B2B Sales Consultancy Helping businesses achieve profitable, repeatable, and scalable growth.