SBS Ltd
Strategy • Systems • Success

CLIENT SERVICE OVERVIEW



Prospect Intelligence Sprint

Know who to approach, why they are worth approaching now, who matters and what to talk about.

FIXED PROFESSIONAL FEE
£1,250

TYPICAL DELIVERY
5–7 working days

BEST FOR
B2B organisations needing a sharper, evidence-backed named-account focus

PRIMARY OUTCOME
A prioritised set of organisations, buyers, triggers and credible opening hypotheses

The client question

> *"Who should we be selling to, why are they worth approaching, who should we approach and what should we say?"*



What this sprint delivers

Focused scope
One proposition or closely related service family, one agreed primary Ideal Customer Profile and one agreed geography, normally UK-wide unless otherwise specified.

Researched prospect list
Screening of a wider candidate universe and approximately 50 researched prospect organisations.

Commercial prioritisation
A/B/C commercial prioritisation and supporting rationale, with deeper intelligence on approximately 15–20 priority accounts.

Buyers and decision-makers
Buyer / decision-maker mapping where reliably identifiable.

Timely insights and angles
Current developments, triggers and evidence-backed commercial hypotheses, with recommended opening angles and outreach themes.

Practical outputs
Prospect intelligence workbook with source links and prioritisation, plus a concise management report, 30-day prospecting priorities and a 60-minute online read-out.

How SBS works

1. **Define ICP and proposition**
   Agree the proposition, primary Ideal Customer Profile and geography.
2. **Research and validate evidence**
   Screen a wide universe and research target organisations and buyers using multiple sources.
3. **Prioritise accounts and buyers**
   Apply A/B/C prioritisation with clear rationale and deepen intelligence on the priority accounts.
4. **Activate with practical next actions**
   Provide a workbook, management report, 30-day priorities and a 60-minute online read-out.

Suitable when

- ✓ You sell a B2B service, solution or high-value product.
- ✓ One additional customer could comfortably justify the cost.
- ✓ Sales effort is spread across too many low-confidence organisations.
- ✓ You need evidence-led named-account intelligence rather than a purchased data list.

Standard exclusions

- ✗ No direct outreach, appointment setting or ongoing CRM management.
- ✗ No guarantee of personal emails or mobile numbers.
- ✗ Not a full market or competitor-intelligence study.
- ✗ No guarantee of meetings, opportunities or sales.
- ✗ 100-organisation option available separately as a separately scoped engagement.