



Sales Enablement ≡

Strategic Plan

What & Why

Empower Sellers

If sellers have the right resources, materials & tools they can sell more effectively & efficiently. Sales Enablement allows us to leverage data to support reps and remove friction in the sales cycle.

Strategy



Resource Management

Enablement platform acting as single source of truth for up to date content. Includes metrics to evaluate what content is being used at each stage. Possible CRM integrations, push vs. pull abilities.



Comms Cadence

Avoid overwhelming sellers with scattered comms. Single point of communication with regular cadence. May include weekly newsletter and weekly session. Includes Marketing, Ops, Sales & PMM.



Learning & Certification

Learning program to certify sellers on pitching and other mechanics including CRM hygiene knowledge. Sales Bootcamps, coaching opportunities and learning events to keep reps up to date and properly educated to sell value.



Sales Playbooks

Create short, easily accessible resources reps with what to know, what to say, what to do, what to show.

Resource Management

Provide a clean & relevant repository of content to reduce time reps spend looking for customer ready content.

01

Create an integration between sales, marketing, PMM, Customer Success and Sales Ops, reducing friction throughout the sales process and shortening sales cycle.

02

Allow reps to elevate the conversation by using social recommendations and machine learning to surface the best content at each stage.
Push v. Pull sales content targeting specific buyer personas.

03

Better Marketing ROI based on identifying most used content and allowing marketing to see null result searches.

04

Having a content strategy matters: Content Management leads to 12.2% better win rates. (Miller Heiman Group, 2020)

Communications Cadence

Consistent cadence of multi-channel communications ensures max reach and participation.

Communication Inputs & Outputs

**FILTER
THE
NOISE**



Communications must be valuable, relevant, timely. Should reduce time to consume communications and improve understanding & retention of key messaging.

01

Communications Channels within Enablement Platform to allow for channel management and highlighted content.

02

Microlearning video series for just-in-time content relevant to each segment.

03

**Sales Spotlight allowing reps to highlight their recent wins, share lessons learned.
Goal of both creating motivation and social learning.**

04

Office hours and lunch & learn series that allow for more interactive & targeted communications for sellers with stakeholders and subject matter experts.

Training & Certification

Multi-faceted, multi-level certification program.

Includes initial bootcamp, certification, ongoing learning, advanced skills & growth opportunities.

Certification Is Key

Merely consuming the learning does not let us know if the rep is successfully able to apply it. Using metrics to correlate learning consumption with quota attainment will allow us to identify gaps and tailor learning to sales team needs.

Learning

01

**Onboarding Sales Bootcamp establishes initial product & market knowledge.
Communicates value prop and strategies for success.
Allows for initial win stories and competitive knowledge development.**

02

Ongoing learning and development via regular instructor led content, self-paced content and time sensitive changes.

03

Certification reinforces knowledge attained, and level sets each individual and team. Allows for a competitive element as well.

04

Advanced learning provides opportunities for additional learning for tenured reps who are looking to grow in their careers.

Sales Playbooks

Aligns teams around core objectives and outlines specific activities expected for success.



- **Increased Efficiency**
- **Lower Lead Times**
- **Consistent Messaging of Value Proposition**
- **Gain Clarity & Eliminate Mixed Messages**



- **Improve Competitive & Market Knowledge**
- **Break Down Strategy into Actionable Plays**
 - **Highlight most effective sales plays**
- **Drive seller-buyer alignment**



- **Streamline Onboarding**
- **Highlight Winning Strategies**
- **Share Roadmap for Success**

01

Easily digestible content highlights to guide conversations from prospecting to deal close.

02

**What to know
What to say
What to do
What to show**

03

Quick access on desktop or mobile to help inform how to streamline each deal through sales stages.

04

Can be used by reps at all stages, will allow quick access to all content in one place.

**Get the right content to the right people
at the right time to minimize deal time
and increase quota attainment.**

