

the
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 of Sales Enablement

Your success maps directly to the proficiency of your company's sales team. Increase the performance of your reps by providing the training, marketing tools and analytics they need to win.

The goal of sales enablement is to ensure that every seller has the knowledge, tools and information to optimize each interaction with buyers.

Invest in Training

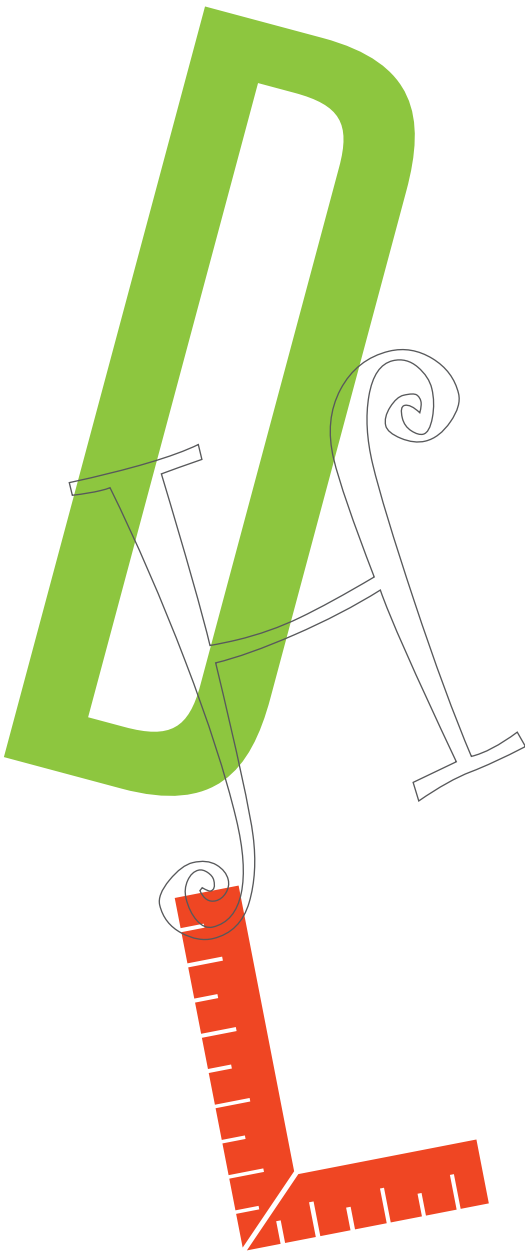
Many companies fail to invest the time, energy and expertise needed to acclimate new hires adequately, resulting in missed quotas and high turnover. Don't fall into this trap. A formal on boarding plan minimizes the time before a new hire begins contributing to the bottom line and enhances the long-term productivity of sales reps. It can also increase the probability of sales staff staying longer with your company.

An effective on boarding process should include comprehensive product training. Sales guides, sales presentations, competitive battle cards and frequently-asked-questions are some of the default tools needed by a sales team. Training assets that are engaging and promote learner retention are preferable.

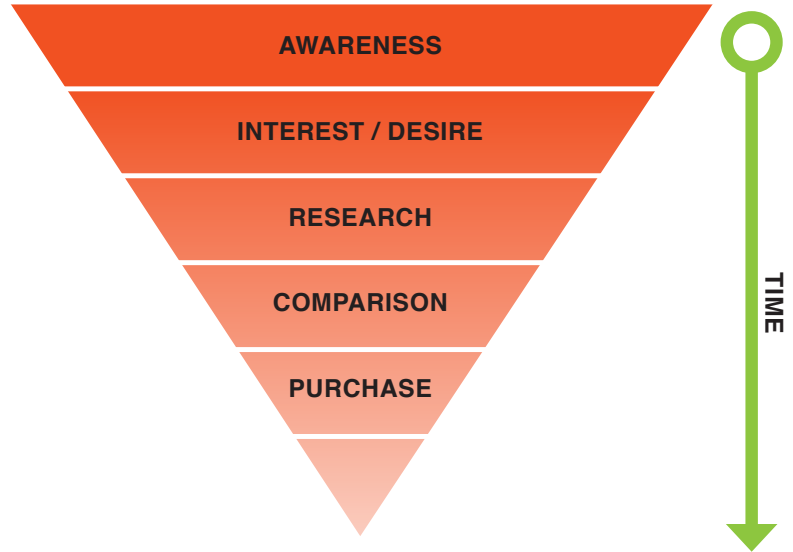
Assigning an experienced sales manager to mentor a new hire accelerates attainment of the crucial first deal for the new rep. It also helps information learned during training to be retained (35% of the knowledge acquired during training is lost within the first month according to the SAVO Group, and that number rises to 90% after six months on the job).

“It’s how you sell,
not what you sell”

–Sirius Decisions



Map content to the different stages in the buying process of your prospects. The key stages in the typical buying journey are shown in the following diagram:



You could, for example, target the awareness stage of the buying process with a video describing the most popular applications of your product. You could, for instance, address the comparison stage of the funnel by commissioning a third-party research agency to write about you and the competitors in your market space.

Create a broad library of content because people absorb information in different ways—some learn best by reading long-form content, some prefer condensed formats, some learn prefer to watch videos, and so on. Develop an array of sales assets that includes data sheets, case studies, presentations, product demo videos, white papers and webinars.

Measure your Effectiveness

Analytics help you understanding what’s working, and what’s not working, and act accordingly. Ask yourself questions like these:

- What can you do to accelerate lead nurturing?
- How effectively does your content align to each selling stage?
- How much time is your sales team spending customizing content?

- What are your most successful marketing assets, according to your sales reps?
- Which assets are viewed most frequently by visitors to your website?

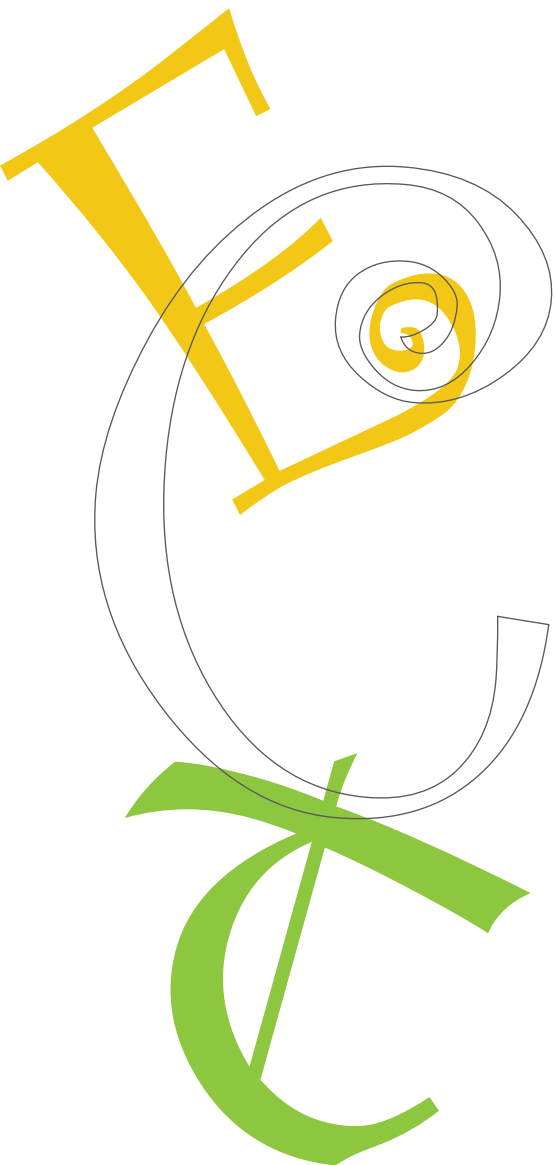
Use this information to make adjustments. Repeat these questions at least twice a year, and act on insights they yield.

Educate Everyone

Every opportunity counts, especially for a new business, and, although it is incumbent on your sales team to be “tip of the spear”, everyone in your organization should be able to articulate your value proposition. After all, anyone in your company could find themselves in the seat on an aircraft next to the gatekeeper at your biggest target account. Open up your new hire product training (described above) to everyone in your company, and encourage your staff to avail themselves of it.

About Alphabet

Alphabet is a marketing collaborative dedicated to helping small businesses succeed. Our extensible team consists of experts from every marketing discipline including branding, content creation, demand generation, public relations and video production. Learn more at www.alphabetworks.com.



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