Sales Enablement

Insight

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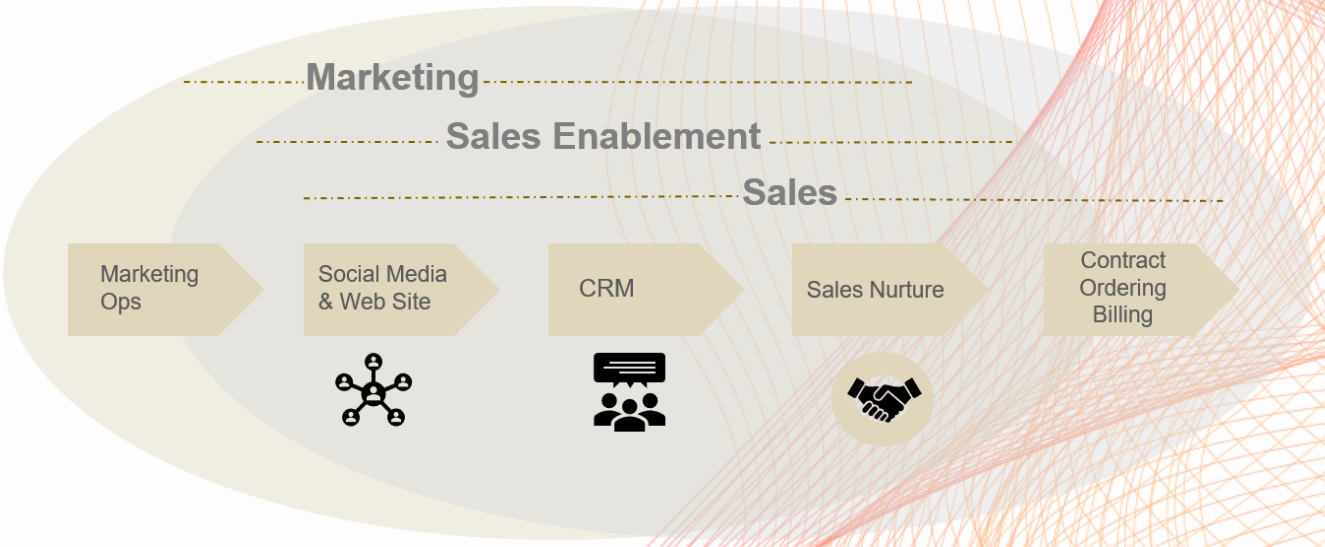
‘Sales Enablement’ – Passing Trend, Or Here To Stay?

For over 2 decades, technology businesses have struggled with an internal maturity gap, resulting in underwhelming revenue performance. The cause is the traditional segregation of Sales and Marketing, and neglect of the vital connecting, and shared, piece between these two areas. ‘Sales Enablement’ is that connecting, shared piece.

The term is now common parlance in business, but it is still a relatively new phrase and job title. Sales Enablement roles are usually tacked onto Sales/Business Development units, and this traditional approach continues to leave this pivotal common area undervalued and underdeveloped.

Some more enlightened companies are pursuing Sales Enablement as a culture of shared ownership and responsibility by the Marketing and Sales practices. Cultivating a commercial focus within Marketing, which serves the real needs of the Sales team, while encouraging Sales to adopt Social Media and Social Selling techniques. This creates a collaborative Lead Gen process, that optimises growth through high quality prospect engagement.



What Is True ‘Sales Enablement’?

This term naturally prompts healthy debate and, irrespective of whether you believe this role should sit within Sales or Marketing, here is a definition:

Sales Enablement is more than a role or the strategic ongoing process of equipping Sales teams with the content, guidance, and training they need to effectively engage prospects and existing customers (BoFu). It must also include the integration of Marketing processes, people and systems – all focused to create quality awareness, consideration and relationship among target prospects, who then populate the Top of Funnel (ToFu) of the sales pipeline.

At minimum, Sales Enablement is a culture of shared ownership and responsibility. At best, it is a company -wide culture that connects all employees to Prospect and Customer experiences, cultivating relationships that win, retain, and grow business.

Enforma Sales Enablement Consultancy

Developed to resource short and medium-term projects with defined tangible outcomes

Employs IR35-compliant, experienced remote experts to coach and enhance your team

Avoids FTE commitments to enable sustained competitive advantage

Sales Enablement

Engagement

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Transitioning From Strategy To Successful Execution

Building a Sales and Marketing Go-To-Market Strategy and Tactical Plan, that fully embraces Sales Enablement can be complex. Getting the processes, framework, people, internal interlocks, and systems right is business-critical. The reward for a fully integrated approach is significantly improved efficiency, transition from strategy to successful execution, and measurable returns.

4 Steps To Successful Sales Enablement

1. Create a fully integrated Marketing and Sales Strategy and Tactical Plan, facilitating end-to-end execution focused on accelerating Lead and Opportunity performance with framework and metrics to enable continuous improvement.

2. Align Marketing and Sales Social Media and Social Selling Lead Generation activities and processes to cultivate deeper relationships, resulting in higher-probability conversions.

3. Continually measure and refine Prospect responses to Social Media and Social Selling content, Sales Pitch and Bid content to ensure that Marketing and Sales are equipped to deliver the best results from both online and offline engagements.

4. Ensure that Sales and Marketing teams are always working in the most integrated and collaborative manner possible. Providing an end-to-end, cohesive Sales Enablement process, and activities that can be customised to meet Prospect concerns and requirements.

How Can Enforma Consulting Help?

We are Sales Enablement and Marketing Strategy/Tactical consultants, with 25 years' expertise. We specialise in conducting detailed analysis of your Sales and Marketing practices, capturing the current operational situation, and presenting an agnostic report for discussion with the senior management team. Next we develop a fully documented remediation plan, which we lead to execution in partnership with your teams, leaving your organisation stronger and more effective.

DELIVERABLES:

- **Gap Analysis** of Marketing and Sales practices (Maturity Scoring)
- **Recommendations** for strengthening an integrated Sales and Marketing practice
- **Roadmap** with tangible deliverables designed to impart a Sales Enablement Ethos, Discipline and Framework to achieve Corporate, Sales and Marketing goals
- **Change management** - Facilitation of Sales Enablement processes, people and systems needed to realise performance benefits

Collaborative Lead Gen | Optimised Growth