

**GUIDE**

*The **Top 16 Sales**  
**Enablement** Solutions  
for the **Enterprise***

## Introduction

Five years ago, nobody had heard of the term “sales enablement” and almost nobody had a sales enablement job title. Today, there are over 90,000 people on LinkedIn with “sales enablement” in their job title and the vast majority are director or VP level.

So where did sales enablement come from? Sales enablement has evolved from tactical process where various departmental elements (specifically marketing, but also product marketing and sales operations) independently create materials to “enable” the sales team to meet a specific need in their sales cycle - product sheets, case studies or customer information. There was usually limited communication and coordination between the departments, and it was unclear who owned the process – sales or marketing.

Now, sales enablement has evolved into a functional arena within many companies as a more defined and formalized approach to augment the sales team. It can be measured by the following operating criteria:

1. Rep onboarding: How quickly reps can be trained and begin full quota-carrying activities.
2. Time efficiency: How reps can spend more selling. The average rep only spends 35 percent of their time actually selling.
3. Continuing education: Ensuring reps are knowledgeable about new products and brand messaging.
4. Customer knowledge: CRM software, the most popular being Salesforce, gives reps valuable insight into any customer account.
5. Cycle acceleration: Activities that shorten the sales cycle, which can range from marketing automation to turnaround time on contracts.
6. Content delivery: The lynchpin to sales enablement, being able to deliver the right sales materials at the right time on any device to ensure the one-on-one experience occurs in a repeatable way.

Regardless of your company's definition, at its core sales enablement is about developing solutions that help increase sales reps' efficiency and effectiveness. So what is the next step for sales enablement and where do we go from here?

## How Seismic Sees This Space Evolving

We believe that the sales enablement space is becoming even more strategic. According to Forrester, sales enablement needs to transform into a holistic, customer-problem-focused approach. It emphasizes that in order to have a successful sales enablement program, companies need to break down the walls between departments and develop a team that works across the traditional boundaries and reporting levels. We agree.

We see sales enablement as a cross-functional component of the organization that has a holistic approach to planning, executing and delivering assets, education, technology and information to all client-facing employees.

We define sales enablement as:

The ability, by any sales rep, to systematically deliver a personalized, one-on-one customer experience.

Executing on sales enablement leads to increased revenue per sales rep. It leads to competitive differentiation. It leads to higher customer satisfaction and lower churn rates.

In 2009, businesses that invested in these tools and other resources to speed up the selling cycle saw a 51 percent improvement in lead conversion rates, according to the research group Aberdeen. About 54 percent saw an increase year-over-year in sales reps meeting quotas. If there was ever any question as to whether or not a sales enablement strategy is beneficial, these statistics answer it.

There are many technology providers in this emergent space, and it can be overwhelming to understand how their services and technologies can help with sales enablement, which is why we built this guide.

In the following table, we have profiled software providers according to the following six capabilities: rep onboarding, time efficiency, continuing education, customer knowledge, cycle acceleration and content delivery. Some boxes are missing checkmarks because the specified technology either does not have that capability or failed to provide a robust solution.

	<i>Sales rep onboarding</i>	<i>Time efficiency</i>	<i>Continuing education</i>	<i>Customer knowledge (CRM)</i>	<i>Cycle acceleration</i>	<i>Content delivery</i>
Bloomfire	✓		✓	✓		✓
Brainshark	✓		✓	✓		✓
CallidusCloud	✓	✓	✓	✓	✓	✓
ClearSlide		✓		✓	✓	✓
Docurated		✓		✓		✓
Signals		✓				
Nimble		✓		✓		
Postwire						✓
Qvidian	✓	✓	✓		✓	
SAVO	✓	✓	✓	✓	✓	✓
Seismic	✓	✓	✓	✓	✓	✓
SpringCM		✓		✓	✓	✓
TinderBox		✓		✓	✓	
Wheelhouse Analytics	✓	✓	✓	✓		✓
WittyParrot						✓
YesWare		✓		✓		

The following list gives provides more detail about the technologies and whether they are sales enablement tools to help enhance and extend a sales capability (for example: automated workflows, social media integration, or consolidated content access) or enterprise-wide sales enablement solutions.

## **Sales Enablement Solutions**

### **Bloomfire**

#### *What Is It?*

Bloomfire is a cloud-based knowledge management platform that combines content creation, management and sharing functionality with collaborative and social engagement capabilities.

#### *What Can You Expect?*

Bloomfire was designed to promote engagement within the company and increase employees' accessibility to relevant information. Teams and communities such as sales or account teams can be created and authorized users (marketing and sales leaders) can upload or create content such as videos, photos or text documents, assets, proposals, sales documents and templates and share them with their team members. There is a Q&A functionality where people can post questions and answers, and search the knowledge-base for content and information about training, products, customers or best practices. The application behaves as a "social platform" where users can "follow", "share", and "like" other users' content to encourage use, drive engagement with recognition and promote relevant and useful information.

#### *Highlights:*

- It is a knowledge management platform with a Q&A functionality and search capability that includes and tags and categories to organize content.
- The platform has its own built-in content creation tools (webcam video, screencast tool, document creation, bookmarklet, and text editor).
- Authorized users can version-control and sales people can provide feedback for relevant content through Bloomfire' social capabilities of "likes" and "shares".
- Users can create individual "user feeds" for content relevant to their needs and filter out irrelevant content.
- Bloomfire can be integrated with Salesforce.com, and sales teams and service representatives can receive content directly on the lead, opportunity, and case records. Users can also access Bloomfire's knowledge base within the Salesforce environment by searching or asking questions.

### *To be aware of:*

- There is no targeted functionality to reduce sales cycle, specifically to automate sales workflow processes such as email templates, proposal automation, electronic signatures and online contracts.
- There is no integration with marketing automation tools with regards to lead generation campaign information or lead assignment to the sales team.
- Harmon.ie does not allow documents to be saved locally to a mobile device

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## **Brainshark**

### *What Is It?*

Brainshark provides cloud-based business presentation solutions that help companies improve sales, marketing and training effectiveness.

### *What Can You Expect?*

Brainshark's core product is Brainshark On-demand, a presentation solution that lets your sales, marketing and HR teams convert static PowerPoint presentations into mobile-ready, audio enhanced content that can be accessed quickly, and viewed as on-demand video presentations or presented live. These presentations can be emailed, stored online for training purposes, embedded in email campaigns and webpages for marketing campaigns and all activity can be tracked and recorded through Salesforce and marketing automation tools such as Eloqua, Marketo and Exact-Target. Brainshark also offers an online permission-based content management portal (called Brainshark Content Portal) where marketers and sales leaders can store and share relevant and timely content with the sales team.

### *Highlights:*

- Brainshark On-demand can be used across a variety of functions within an organization including training, lead generation and inbound marketing campaigns, sales and marketing collateral and customer information.
- Content is version-controlled and uploaded into the content portal to provide relevant and timely content to the sales team that is easily searchable and accessible.
- Brainshark On-demand presentations capture viewing behavior and content usage that give marketer's and sales team's insights into interest and content effectiveness.
- There is limited integration between Brainshark and Salesforce that allows Salesforce users to add Brainshark presentation links within emails sent from the contact or lead record, and track the recipient's viewing behavior in Salesforce.

### *To be aware of:*

- There is no targeted functionality to reduce sales cycle, specifically to automate sales workflow processes such as email templates, proposal automation, electronic signatures and online contracts.
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## **CallidusCloud**

### *What is it?*

CallidusCloud Software provides companies with SaaS solutions for sales effectiveness and sales performance management software and services.

### *What Can You Expect?*

CallidusCloud offers a suite of products for sales and marketing that includes lead targeting, a content portal, territory and quota distribution, automated quote and proposal generation, and sales talent management including sales hiring, sales gamification, and learning management. Their dedicated sales enablement solution is a content portal that guides the sales reps to the right content, different buying cycles and also allows them to create personalized deal portals to share documents with buyers. Sales people can also use the portal to provide critical feedback to marketing regarding their content and access coaching and learning materials on their mobile device.

### *Highlights:*

- Easily accessible and searchable marketing material and content through a central information repository.
- Content analytics provide activity and content relevancy details, helping to align consistent, relevant and timely messaging initiatives between the sales and marketing teams.
- Solutions for sales onboarding, continuing education through the Mobile Sales Advisor (a continuous learning online environment), and guided selling using sales playbooks.
- Applications for sales territory, quota distribution and commissions are included as part of the sales enablement life cycle.
- Integrates with Salesforce to generate quotes and automate workflows around the proposals.

### *To be aware of:*

- CallidusCloud has tiered pricing where the highest level tier includes all its features such as Territory and Quota Manager, Sales Coaching & Performance and Sales Gamification.

## **ClearSlide**

### *What is it?*

ClearSlide is a SAAS content management platform that combines Web-based conferencing tools and a secure online 'Live Pitch' space that lets users share content such as sales materials via links.

### *What Can You Expect?*

ClearSlide was specifically designed for use by sales teams and sales managers. The platform's 'Live Pitch' online environment is a secure space where all uploaded content generates a unique link that can be shared with prospects and clients. Prospects can view the material within 'Live Pitch' (no software download required) or the sales person can present materials over the phone or face-to-face. With ClearSlide, you can provide your sales teams with updated marketing content with one simple upload, which is then instantly distributed to the team. ClearSlide analytics can also be used to let managers see which of the slides a salesperson is actually using or spending the most time with.

### *Highlights:*

- Marketing is able to easily upload and update content with one click and maintain version control.
- Content is tagged and organized, making it easy for the sales people to locate and access relevant content.
- The sales team can synch all relevant content onto their iPads and mobile phones.
- Upload multiple file types or mass upload content storage services such as Box, Dropbox and Google Drive.
- ClearSlide's plugins for Gmail and Outlook allows sales people to ClearSlide to track the recipient's viewing behavior on an emailed link.
- Analytics that capture all sales rep activities, wherever they are.

### *To be aware of:*

- There is no mobile app for the 'Live Pitch' portal; users can only access the portal through a web browser.
- There is no targeted functionality to reduce sales cycle, specifically to automate sales workflow processes such as email templates, proposal automation, electronic signatures and online contracts.
- There is no integration with marketing automation tools with regards to lead generation campaign information or lead assignment to the sales team.



## **Docurated**

### *What is it?*

Docurated is a cloud-based document management solution that “sits on top of” and connects your organization’s content storage system.

### *What Can You Expect?*

Docurated is a cloud-based tool that connects and indexes all content (documents, spreadsheets, presentations, PDFs, and video files) that reside in local and shared drives, wikis and cloud storage services such as Box, Sharepoint, Salesforce and Google Drive. Its automatic indexing and search functionality lets users access any page or slide through the portal without actually opening the actual file or folder in Box, shared drives or local desktop.

### *Highlights:*

- Docurated aggregates a company’s entire knowledge base for easy access – presentations, templates and documents can be indexed, searched for, shared and reused by employees in different locations.
- All users are instantly notified of new and updated content that is added to Docurated, maintaining messaging consistency.

### *To be aware of:*

- Version control and content authoring must be diligently maintained and controlled as any user who has access to Docurated and could reuse or add content.
- There is no targeted functionality to reduce sales cycle, specifically to automate sales workflow processes such as email templates, proposal automation, electronic signatures and online contracts.
- There is no deep integration with Salesforce – Docurated reads and access content stored in Salesforce but does not make any updates to the CRM.

## **Nimble**

### *What is it?*

Nimble is a contact management system with CRM and social features that maintains a robust history of any contact.

### *What Can You Expect?*

Nimble is a CRM system that consolidates all contacts from all your smartphone, email and social media channels channel (LinkedIn, Twitter, Facebook, Google+, Skype, Phone and Gmail). It also includes CRM functionality such as activities, meetings and deals to those connections and “guides” you on how to grow those networks intelligently and engage more productively across your channels. Social listening and social engagement are large parts of growing the contact database and building social relationships through LinkedIn, Twitter, etc. to create deals and opportunities.

### *Highlights:*

- Learns from your behaviors to show you your most important contacts and help find and engage targeted social media leads.
- Helps create meaningful conversations about topic relevant and important to your clients.
- Monitor and respond to customer needs across all of your networks.
- Manage follow-up reminders, tasks, schedule events, deals and coordinate calendars all in one location.

### *To be aware of:*

- Does not include a content management or knowledge base portal or repository to store and share sales and marketing content.
- There are no training capabilities.
- There is no targeted functionality to create workflows for contract proposal generation and automation.
- There is no integration with marketing automation tools with regards to lead generation campaign information or lead assignment to the sales team.

## **Postwire**

### *What is it?*

Postwire is cloud-based sharing tool for companies to share targeted and customized information with their clients and customers.

### *What Can You Expect?*

Postwire is a Web-based tool that allows marketers and sales teams to create targeted webpages and organize content in a visually appealing manner. Users can create and share documents, videos, presentations, PDFs or Web links customized for each client. Postwire allows users to exchange comments and receive automatic notations of activity on a Postwire page, as well as integrate with marketing automation software and Salesforce to track and measure usage.

### *Highlights:*

- Reduces the need for email attachments.
- Consolidates all customized, client relevant content into one easy-to-access page; users can update content to a client's page over time to address changing needs.
- Activity analytics such as viewing behavior and content usage can be fed into Salesforce, Pardot, Eloqua and HubSpot.

### *To be aware of:*

- Does not include a general content management or knowledge base portal or repository to store all sales and marketing content.
- There are no training capabilities.
- There is no targeted functionality to create workflows for contract proposal generation and automation.

## Qvidian

### *What is it?*

Qvidian provides cloud-based sales execution solutions that enable companies to accelerate sale's ramp-up time, capture new business in cross sell and upsell opportunities and optimize sales performance by closing the gap between strategy and execution.

### *What Can You Expect?*

Qvidian provides automated sales execution solutions that allow salespeople to create proposals, RFP responses, presentations, and other sales documents. Qvidian's set of products include sales playbooks, sales analytics and proposal automation software, and they are all integrated with Salesforce to track and measure sales performance, sales cycle, proposal and sales documents generation and usage.

### *Highlights:*

- Integrated into Salesforce.com for more comprehensive insights within your dashboard.
- Create personalized sales proposals and RFPs, including an intuitive wizard for creating more sales documents.
- Proposal Automation Software allows the sales person to automatically generate proposals and RFPs as well as sales presentations that contain content that mirrors the proposal.
- Proposal automation software includes workflow rules and approval to make sure the proposals and presentation content is consistent with the company's pricing and messaging.
- Sales playbooks include onboarding and best practices sales methodologies with analytic capabilities to measure performance.

### *To be aware of:*

- There is no functionality for email templates or workflows.
- There is no integration with marketing automation tools for lead targeting or lead analytics.
- There is no targeted content management or knowledge base repository for collateral, assets and customer packages generated by marketing.

There is no targeted functionality to reduce sales cycle, specifically to automate sales workflow processes such as email templates, proposal automation, electronic signatures and online contracts.

## **SAVO**

### *What is it?*

SAVO provides technology and consulting services to companies to help align their marketing, sales and operations initiatives with their sales strategies.

### *What Can You Expect?*

SAVO provides products and solutions that help companies with their rep onboarding and training initiatives, sales processes and opportunities, automates customer-centric presentations, RFP responses and proposals, and drives collaboration and team selling. Their suites of products include Sales Process Pro, CRM Opportunity Pro, Mobile Sales Pro, Sales Content Pro, Sales Presentation Pro and RFP & Proposal Pro. They all integrate with Salesforce, SAP, ORACLE and Microsoft Dynamics.

### *Highlights:*

- Their products can be stand-alone options or integrated solutions used together.
- SAVO's platform 'recommends' sales and marketing content, best practices and activities based on the sales stages of your company's sales process.
- You can model your company's sales process and methodology in custom pages and playbooks
- SAVO's platform is easily accessible via CRM, mobile, outlook, office and the web.

### *To be aware of:*

- SAVO does not integrate content with existing corporate data sources, rendering content as static.
- Users have to be subscribers of SAVO in order to use the mobile app.
- Search functionality is not robust, and can potentially create difficulties when searching for content in large and/or growing libraries.

## Seismic

### *What is it?*

Seismic is a mobile content management platform that combines content generation functionality, real-time data services, powerful analytics and a user-friendly interface to quickly create customized, compliant materials for clients and prospects.

### *What Can You Expect?*

Seismic's core functionality is LiveDocs™. A LiveDoc™ is a "live" document that is integrated with Salesforce and external real-time data systems such as Morningstar and S&P Capital IQ. Users can use LiveDocs™ to create any Microsoft Office document such as a presentation, spreadsheet or Word document, and LiveDocs™ automatically generate and populate content from the CRM and data systems. This ensures that all of the platform's content and data is consistent, compliant, accurate, relevant, easily searchable and accessible by the sales team. Users can also create and share templates such as proposals, contracts, and assemble document packages to share with clients and customers, as well as create sales rep onboarding packages and product and customer training documents.

### *Highlights:*

- Cloud-based library for brand collateral and business materials.
- Integrates with Microsoft Office, Salesforce, and other real-time data systems and data and keeps all content consistent, timely and relevant.
- LiveDocs™ allow marketing to automate content creation, while the sales person is able to automatically update the document, presentation or spreadsheet with client-specific details through Salesforce and real-time data sync for each meeting.
- All users are notified when new or updated content is added to the platform.
- Seismic's tagging and indexing functionality makes it easy for the sales team to search and bookmark their favorite content.
- Users can easily access content on the platform accessible through Web browsers and dedicated app on the iOS and Windows environments.

### *To be aware of:*

- Users have to be subscribers of Seismic in order to use the iOS and Windows app.

## Signals (by Hubspot)

### *What Is It?*

Signals is an email tracking tool and notification extension from HubSpot for Google Chrome that gives you real-time notifications to help you follow up with your leads and customers more efficiently and more effectively.

### *What Can You Expect?*

Signals tracks email opens and clicks directly from Gmail, Outlook and Salesforce and gives you real-time notifications that will help your conversations with interested prospects. Signals also allows you to use your Salesforce templates directly in your Gmail or Outlook email client and automatically track your activities with your leads with built-in Log in CRM. If your company's website is supported by Hubspot, you'll get real time notifications about when and where a prospect is on your website. It's a great way to know when an old lead re-awakens, or when it's the perfect moment to reach out.

There is a free version that gives you 200 notifications a month about email opens and clicks, and a paid version for \$10 per user, which gives you unlimited notifications, Salesforce email tracking, email open and click notifications, Salesforce lead intelligence, support, HubSpot website visit alerts, Zapier Notifications Integration and Salesforce integrated email templates.

### *Highlights:*

- Simplicity of use.
- Signals provides real-time notifications about email recipient activity such as opens, clicks and location to help with client interaction.
- Integrates with Gmail, Outlook, Salesforce and HubSpot to track and record user activity.
- Use Salesforce templates in Gmail and Outlook.

### *To be aware of:*

- Does not include a general content management or knowledge base portal or repository to store all sales and marketing content.
- There are no training capabilities.
- There is no targeted functionality to create workflows for contract proposal generation and automation.

## SpringCM

### *What Is It?*

SpringCM provides content management and workflow solutions that is embedded within your into Salesforce environment.

### *What Can You Expect?*

SpringCM allows users to extend Salesforce's document management experience. Marketing, sales and HR can store, organize, access, share and synch content within a secure cloud space, while automated review and approval processes are built around creating publishable content. In addition, with all marketing and sales training efforts housed in Salesforce, all marketing campaigns, collateral, training documents and sales tools are visible and accessible to the team. Users can also generate templates such as proposals, contracts, and assemble document onboarding packages and requests. SpringCM also offers user's a "smart" view within a Salesforce object, specifically accessing the subset of the SpringCM content specific to that opportunity, account, or custom object.

### *Highlights:*

- Users can manage all of their content needs without leaving the Salesforce environment, making for a unified user experience.
- SpringCM creates a secure environment with workflows, approvals and automated alerts to ensure version control and access to relevant content.
- SpringCM makes it easy for users to add, organize, and share content from an opportunity or account sharing private or public links with users outside of Salesforce.
- SpringCM and SteelBrick have created an integrated application that combines Configure Price Quote (CPQ) functionality with document and contract management capabilities. This helps streamline and automate a broad range of sales-related activities that begin when an opportunity is opened and continues after it closes.

### *To be aware of:*

- There is no targeted functionality to reduce sales cycle, specifically to automate sales workflow processes such as email templates, proposal automation, electronic signatures and online contracts.
- There is no integration with marketing automation tools with regards to lead generation campaign information or lead assignment to the sales team.



## **TinderBox**

### *What Is It?*

TinderBox is a cloud-based content library that allows users to securely access and generate proposals and presentations.

### *What Can You Expect?*

TinderBox is a sales document generation solution for enterprises that integrates with Box and Salesforce. The integration enables users quickly build sales documents and generate sales proposals and automatically archiving electronically signed proposals and contracts.

### *Highlights:*

- Contains pre-build templates for sales documents and proposals.
- TinderBox can generate quotes and proposals in Salesforce and create automated workflows around it until the opportunity closes.
- Capture electronic signatures.
- Track changes with redlining.
- Tracking and analytics for all your assets.
- Notifications, roles and permissions.

### *To be aware of:*

- TinderBox does not support any training capabilities.
- There is no functionality for email templates or workflows.
- There is no integration with marketing automation tools for lead targeting or lead analytics.
- TinderBox generates quotes and proposals from Salesforce but it does not update any CRM data.

## **WheelhouseAnalytics**

### *What Is It?*

WheelhouseAnalytics offers a suite of cloud-based solutions that streamlines deliverability and analytics regarding training, content and activities related to the sales process for the investment management industry.

### *What Can You Expect?*

Admiral is their flagship product; it is a mobile platform that combines the functionality of a CRM's contact database and a document management system. The platform allows you to manage your contact database and client interactions, access sales content and marketing materials, capture analytics and schedule tasks, meetings and follow-up reminders. Other products include The Bridge, which is a cloud-based content management system for the iPad that replicates a lot of the Admiral's functionality, and WheelhouseEd which is eLearning platform for the financial services industry.

### *Highlights:*

- Targeted to the investment management industry.
- WheelhouseAnalytics offers custom integration with Salesforce
- Updated content is automatically updated between the Admiral and the Bridge; marketing can be responsible for version control.
- WheelhouseEd allows users to measure content use, provide feedback on the content and share content with other users.
- The Analytics and Oversight product provide metrics for sales cycle, activity and forecasting.

### *To be aware of:*

- The Admiral-Salesforce integration mainly records customer interaction, tasks and meeting activities. Any deeper integration requires customization.
- There is no targeted functionality to reduce sales cycle, specifically to automate sales workflow processes such as email templates, proposal automation, electronic signatures and online contracts.
- There is no integration with marketing automation tools with regards to lead generation campaign information or lead assignment to the sales team.

## **WittyParrot**

### *What Is It?*

WittyParrot is a delivery platform that allows employees to easily search and share content using its Drag-&-Drop functionality.

### *What Can You Expect?*

WittyParrot is a widget that sits on the user's desktop and captures all content stored in portals, file and storage systems and website and indexes then using "wits" to enable users to access and share the information. Users can drag-and-drop content into any email, webpage or social media platform to share with anyone and track usage, relevance and productivity with a single, streamlined solution.

### *Highlights:*

- Cloud platform updated in real time.
- Compatible with most mobile operating systems.
- Discover and capture relevant information valuable to consumers.
- Quickly locate content, drag-and-drop into an email or sales document.
- WittyParrot can also be useful for legal purposes, human resources and customer service functions and departments.

### *To be aware of:*

- There is no targeted functionality to reduce sales cycle, specifically to automate sales workflow processes such as email templates, proposal automation, electronic signatures and online contracts.
- There is no integration with marketing automation tools with regards to lead generation campaign information or lead assignment to the sales team.

## **Yesware**

### *What Is It?*

Yesware is an email productivity tool that synchs Gmail and Google Calendar with your CRM such as Salesforce and Nimble and helps streamline and consolidate routine tasks such as sales emails, reminders and meetings.

### *What Can You Expect?*

Yesware is a plugin for Google Chrome and Mozilla Firefox which provides email tracking, customizable templates and CRM integration. The plugin allows users to see when their emails are opened and which links are clicked; create templates for common messages; and sync emails with CRM systems. Sales managers are able to see activity-based reports and performance detail. Yesware also allows users to share effective templates with peers. The basic plugin is free for all users with a maximum number of tracking events allowed per month; however Yesware offers a four-level tiered pricing that allows for unlimited tracking events, as well as features such as collaborative template sharing, team reporting and Salesforce integration.

### *Highlights:*

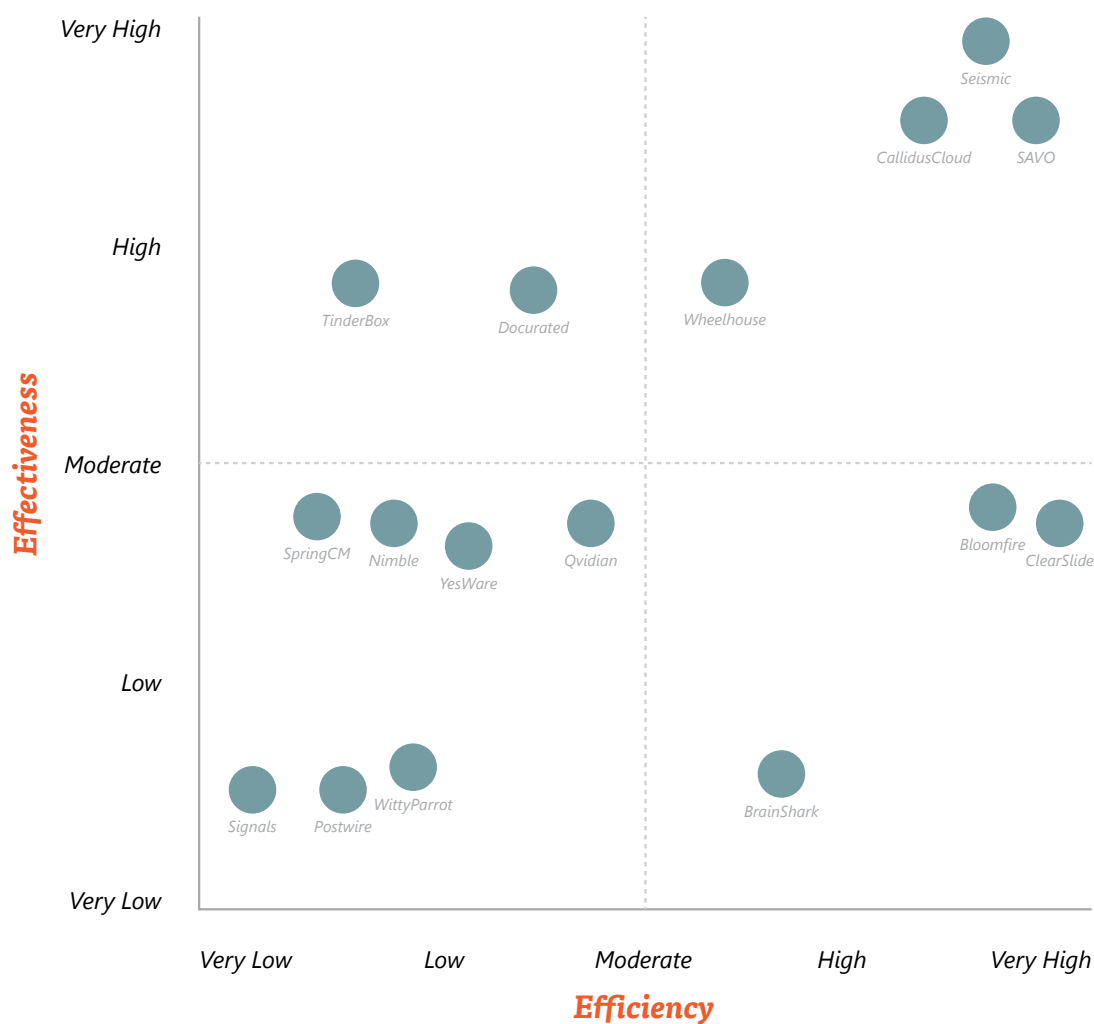
- Integrate Gmail and Google Calendar with Salesforce to eliminate duplicate entries and manage single contact records, calendar, tasks, follow-up reminders, meetings and events.
- Automatically sync all tracking data — sent emails, opens, link-clicks, and replies— to Salesforce and view all activity reporting for each contact, lead, account, and opportunity in Salesforce Reports.
- Encourages unified messaging and collaboration amongst the sales team by allowing them to create and share email templates for every stage of the sales process.

### *To be aware of:*

- There is no functionality to automate workflows or processes outside of email templates such as sales proposals and contracts.
- There is no integration with marketing automation software for marketing's lead generation campaigns.

## Effectiveness and Efficiency Quadrant

Here is a snapshot of how these technologies rank in terms making the sales team more efficient and effective. The aforementioned six capabilities were categorized in the following way: rep onboarding and continuing education make the sales team more effective, while time efficiency and cycle acceleration tools make the sales team more efficient. Customer knowledge (CRM) and content delivery provide the sales team with the knowledge to make them more effective, and by the nature of their technology, they simultaneously help make the sales team more efficient and effective. The technologies were ranked based on the total checks they received per category.



As the table indicates, CallidusCloud, Seismic and SAVO offer the most comprehensive package that will enable the sales team to be more effective and efficient in creating a customized experience for each of their clients.

## **Final Thoughts**

Sales enablement is still young and growing rapidly. According to Forrester, sales enablement needs to transform into a holistic, customer-problem-focused approach; for it to be successful, companies need to clearly communicate its roles and responsibilities to the rest of the company, break down the walls between departments and develop a team that works across the traditional boundaries and reporting levels. We agree! We see sales enablement as a cross functional component of the organization that has a holistic approach to planning, executing and delivering assets, education, technology and information to all client-facing employees.

We're witnessing a software arms race. The companies that figure out how to evaluate, implement and execute their sales enablement strategy will spend more time in front of customers, sell more effectively and have happier, more loyal customers. Your company can play a critical role in what it means to achieve sales team success.