

What is Sales Enablement?

According to Wikipedia, the core of **Sales Enablement** is maximizing the sales organization's ability to communicate value and differentiation in clear, consistent and compelling ways. It is a collection of disciplines and [best practices](#) that give your sales people the power to more effectively communicate why your solutions are better than your competitors. We could also say that it facilitates the communication and interaction between your marketing and sales departments, so they are each able to do what they do best without stepping on each other's toes. *

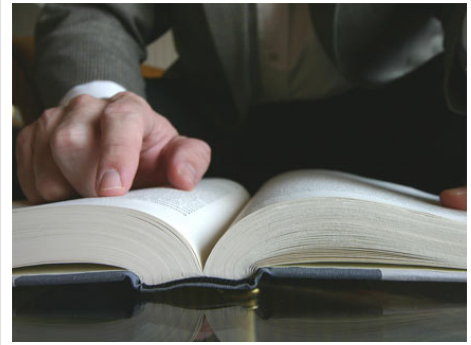
We recently completed the first phase of a Sales Enablement project for a major financial services software company with offices around the World. Here's how their project director described the process. "Using AMC's Sales and Marketing Alignment framework, AMC led a process that sharpened our understanding of the true DNA of our company – what we are the best at, and more importantly – when (in what prospect circumstances) we are likely to beat the competition. The insightful process enabled us to unify our messaging across all product lines, and the tools to weave the messages into the entire sale cycle, in all our market segments.

The resulting sales material enables our sales people who are well versed with the product features, to turn this knowledge into a meaningful value discussion around our prospect's goals, to perform effective problem probing, and to suggest consultative solutions, or alternatively, to qualify out.. I'd recommend any organization with a unique, yet extensive and under-realised value proposition, to consider this process."

The company is now integrating the core engagement deliverable "Buyer-relevant-messaging- templates" into a consultative sales training program to share best practices and raise the standard of performance across the entire sales team.

Advanced Marketing Concepts works in Sales Enablement projects with leading companies in the USA and EMEA to powerfully transform the way they sell and market their products and services.

Call +44(0)2070-969-161 or visit www.admarco.net *
Wikipedia®



PROOF POINT

May 1st. 2008 David Gershon,
CEO SuperDerivatives

"We recently hired Advanced Marketing Concepts to lead us through a sales and marketing alignment process to re-focus the messaging of our Derivatives pricing platform and Revaluation services internally and at the same time re-align sales and marketing value creation messaging for our clients.

For many sales people that are new in the company this has proven to be a tremendously valuable toolset to shorten their ramp until they become fully productive. One immediate outcome is that sales people with no background in financial markets feel much more comfortable in conversing with clients around how our products can help them achieve their business goals.

This process required a significant commitment of time from talented people, but has been a high-value exercise and the interaction with the AMC group was both pleasant and fruitful".



SALES & MARKETING
PERFORMANCE IMPROVEMENT