

Introduction to Sales Enablement

Sales enablement is the processes, content, and technology that empowers sales teams to sell more efficiently at a higher velocity. To implement a sales enablement strategy at your company, your marketing and sales organizations are going to have to work closely together. The exercises in this section will help you evaluate the current state of your organization so you can know where you should focus your efforts first.

Want to know more?

Watch [Introduction to Sales Enablement](#) (17:40)

Sales Enablement Self Assessment

Answer the questions below to evaluate how well your sales and marketing teams currently work together.

Aligning Goals

Describe your current process for setting company goals and translating them into departmental goals. *How clearly defined is this process? How well do employees at all levels of the organization understand it?*

Describe the relationship between marketing goals and sales goals in your company. *Do marketing and sales have shared goals or separate goals? How closely are their goals aligned?*

Target Buyers

Describe your company's target buyer. *What characteristics make a person or organization a good fit for your offering? How do you know? Are there any factors that make someone a bad fit for your offering?*

Ask a colleague to describe your company's target buyer. *How is their description similar to yours? How is it different?*

Processes

Describe when and how leads get passed between marketing and sales. *How well is this process understood by the members of both teams?*

Describe any processes you have in place to align marketing and sales, such as regular meetings, reports, service-level agreements, etc. How effective are these processes?

Content

Describe the content creation process at your company (if any). *Who is in charge of it? Who else is involved? How effective is it? If you don't have a defined process, describe any efforts your company has made to produce content.*

Describe the way content is (or isn't) currently used in your sales process. *Do salespeople use the content marketing creates? Are they able to find it when they need it?*

Technology

Describe the marketing technology your company is currently using. *Where do you store and organize your contacts? What tools do you use to create and distribute content? How is your website managed? What tools do you use to communicate with marketing leads? Do you have a marketing automation platform?*

Describe the sales technology your company is currently using. *How do you store and organize your contacts? How do you track the progress of individual sales? How do you report the performance of individual salespeople? Do you have any tools to automate or simplify your sales process? Do you have a CRM?*

Additional Resources

- [Inbound Marketing Certification](#) — If you're in marketing, this course is for you. It will teach you fundamental inbound principles and the marketing practices that use them.
- [Inbound Sales Certification](#) — Similar to the Inbound Marketing Certification, this course covers the fundamentals of inbound, but it does it with a sales audience in mind. It also covers sales techniques that will help your sales team thrive in the modern world.
- [“Aligned to Achieve”](#) by Tracy Eiler and Andrea Austin — If your company is struggling with misalignment, this book is an explanation of why you need to change and how to do it.