

WHAT IS **SALES**
ENABLEMENT

AND WHY DOES THE SUCCESS OF YOUR
BUSINESS DEPEND ON IT?



Today's marketplace has drastically changed. The old interruptive sales and marketing tactics, like door-to-door sales, cold calling, mailed brochures, and TV and radio commercials aren't working anymore, especially with the new millennial generation. If you want to stay relevant and profitable and really see a great ROI on your marketing and sales budget in today's market, then take this advice: introduce inbound marketing coupled with ongoing sales training in your organization.

OUTBOUND SALES TACTICS ARE NO LONGER EFFECTIVE

The internet has significantly changed the way people buy and that means your sales team needs to adapt their selling techniques to appeal to today's buyers. Sales people are no longer in control; buyers are in control. The sales person's role has changed and you need sales enablement tools to help you adapt to the new way customers buy.

Outbound sales tactics are no longer effective. It's time to embrace inbound sales and marketing – but is your sales team ready? If you want your inbound marketing strategy to be successful, you need to involve your sales team from the get-go. You need to invest in ongoing inbound sales training and coaching for your sales team to facilitate this transition and amplify the results of your inbound efforts. Once your sales team understands and embraces the inbound methodology, their lives will be much, much easier and you will be on track to see a better return on your investment.

UNDERSTANDING THE BENEFITS OF INBOUND MARKETING

Inbound marketing is an absolute must in business today. The buyer's cycle has changed, putting the customer in the driver's seat. The best way to thrive now and in the future is to adapt to the new sales process, which is exactly what inbound marketing allows you to do.

Inbound is about utilizing the web to reach qualified leads, nurture prospects, eventually turn them into paying customers, and then delight them long after the sale.

Inbound relies heavily on the use of quality content to spread brand awareness, to reach your audience, to entice online visitors to check out your company, and eventually, to convince them to buy from you. It's about pulling leads toward your company and products—instead of your sales people chasing them down. This means each lead will be more qualified. Plus, nurturing your leads will allow for a shorter sales cycle.

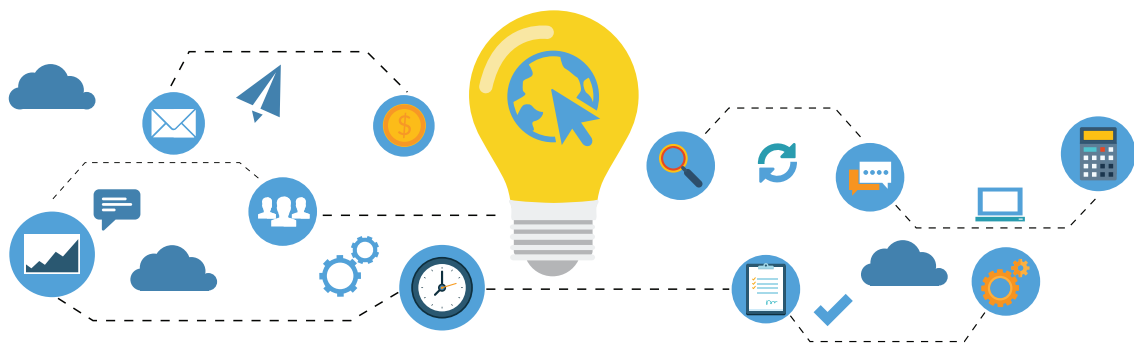
In addition, because you can track all of your efforts online, and have metrics in place to evaluate your campaigns and strategies, you'll be able to see exactly where your dollars are being spent, how and when your investment has been realized, and how much you're profiting—which makes your investment more tangible.

Plus, you'll drive ROI because your efforts will continue to pay off for a long time to come—your content from years ago will continue to be read and to generate leads. And this has a lot more value than say, a billboard ad that will only provide results for 30 days—and even then, you can't even track any direct results.

UNDERSTANDING THE BENEFITS OF SALES ENABLEMENT

The most successful companies know that sales enablement will increase efficiencies and increase profits. Preparing their sales people to perform their jobs better is top priority, because they know that it offers high ROI. But many other business owners aren't even sure of its meaning. Some confuse it with sales training. Others can't find a proper definition and don't fully understand why they need it.

Sales enablement is becoming more popular due to the rise of inbound marketing. Companies with tightly aligned sales and marketing departments achieve faster revenue growth, but a harmonious team atmosphere isn't always so easy to achieve. It can be hard to mesh these two departments together into one cohesive team when they often have competing objectives.



Sales enablement is the process that helps bridge the gap between sales and marketing in order to generate more business. It's a strategic and ongoing process that equips your sales and marketing employees to consistently have valuable conversations with the right type of consumer at the right stage of the sales process to optimize ROI. By giving these employees the tools and knowledge they need to have more meaningful and relevant conversations with the right clients, revenue and relationships can both improve. After all, inbound marketing is about building relationships.

The best models will adequately prepare your reps for interactions with inbound customers and help them engage with them effectively, increase sales and marketing communication, offer valuable tools and information to improve sales, and make everyone an extension of the brand in order to close sales and drive revenue. It will give your sales people insights into buyer behaviours, motivations, and activity in order to boost their results. It will help ensure that your sales people are always ready to respond to complex customer needs at any time.

BENEFITS OF PARTNERING WITH AN INBOUND MARKETING AGENCY THAT UNDERSTANDS SALES

Overhauling your sales organization to focus on inbound marketing rather than unsuccessful interruptive, outbound sales and marketing is a smart choice. If done properly, it will allow you to sustainably grow your business and allow you to close more sales, leading to higher profits. But implementing inbound can also take its toll on your sales team. You spend so much time and money on your marketing strategy and your marketers that you might forget about your most critical department. This can have a negative effect on your sales people.

To get the help you need with your inbound marketing strategy as well as your sales team, you should partner with an inbound agency that understands sales.



1 **Generating Leads Isn't Enough: You Need to Create Closers**

You may have trained your marketing team to effectively generate leads using inbound marketing, but this isn't enough. A full pipeline of leads isn't going to result in increased sales if you can't close them into customers. And that's why your sales people are even more important to your company now.

If your reps aren't good inbound sellers or closers—if they don't know the right inbound selling best practices, approaches, and strategies, they might have a tough time closing inbound customers. They might use aggressive outbound selling techniques in order to try to make sales. But with inbound, this isn't effective. It'll only drive away potential customers and hurt your business through a bad reputation.

Your sales reps are still a critical part of your strategy, even though you've switched to inbound marketing. And you need to be able to provide them the guidance and support they need to become inbound superstars. An inbound agency that understands sales can put the focus back on your sales team and give them the knowledge and tools they need to succeed.

You'll be able to maximize your sales team's potential and accelerate you reps' performance.

2

Don't Lose Your Top Reps: Reducing Sales Turnover

If your sales people don't know what they're supposed to be doing – if they don't get the proper training to switch their selling style to inbound—they're going to get demoralized, frustrated, and angry. The same is true if they don't understand that inbound marketing is a long game—it doesn't come with quick and easy wins. They're going to feel ineffective in their new role as inbound sellers. And they're going to quit if they can't make sales. And as you know, high turnover leads to loss of knowledge, increased costs, wasted time, and other consequences.

HIGH TURNOVER LEADS TO LOSS OF
KNOWLEDGE, INCREASED COSTS,
WASTED TIME

By partnering with an inbound marketing agency that understands sales, you can set your sales people up for success. The agency will offer ongoing sales enablement to empower your reps to make more sales, and thus, feel more confident as inbound sellers. Once they start making sales and realizing how much easier and efficient it is to do so with inbound marketing, they'll stick around for the long run. They'll see the potential for increased sales in the future, and they won't want to jump ship once they realize how many sales they can end up making down the line.

3

Investing in Your Reps: A Recipe for Company Success

When your sales people are properly trained, have the support they need, and have the confidence they require to boost performance, you benefit from better results. Investing in your reps is the same thing as investing in your organization. You'll reap the benefits. You'll enjoy higher revenue and increased profitability. You'll enjoy a higher ROI. You'll benefit from cost savings through reduced turnover. When you invest in your reps, you win, too. Partnering with the right inbound marketing agency, one that understands sales, can not only strengthen your new inbound strategy, but also ensure that you get the best results possible from it through sales coaching.



Wondering how you can get help with your newfound inbound strategy as well as offer your sales team the help it needs? It's simple: just partner with an inbound agency that offers sales coaching. You'll get the best of both worlds. When sales and marketing are so intertwined, it makes sense to work with a marketing agency that focuses on sales.

HOW SALES COACHING CAN DRIVE RESULTS

Sales coaching is an interactive process between a sales leader and your sales team. It can help your reps develop more rapidly and produce more effective results by improving their ability to set goals, take action, and make better decisions. It focuses on your sales people's individual strengths and weaknesses and gives them the knowledge and tools they need to become better sellers.

When you introduce inbound marketing into your organization, sales coaching can go a long way to helping you maximize your results. Your sales people need to fully understand the new buyer's cycle, buyer expectations, and today's market. They need to know how to measure inbound lead quality, how to effectively use social selling, and how to write quality blog posts. They need to know how to sell to inbound leads.



If your sales people continue to use outbound selling techniques on inbound customers, you're going to have trouble closing deals—and without closing deals, there's really no reason to bring in leads to begin with.

A sound inbound marketing strategy should include some form of sales coaching for your reps. Give your sales people the advice, the guidance, and the help they need to become better inbound sellers by investing in sales coaching.

BENEFITS OF PARTNERING WITH AN INBOUND MARKETING AGENCY THAT PROVIDES SALES ENABLEMENT

When you implement inbound marketing, you overhaul your entire sales and marketing departments. It can be difficult for your sales people and marketers to get accustomed to the new way of doing things. Two separate teams now become intertwined. Old strategies go out the window and new methods need to be learned and utilized. It can be a shock to your team.

IT'S IMPORTANT TO OFFER YOUR SALES PEOPLE AND MARKETERS THE SUPPORT THEY NEED TO GET OFF ON THE RIGHT FOOT

It's important to offer your sales people and marketers the support they need to get off on the right foot. And the best way to do so is to partner with an inbound marketing agency that provides sales enablement.

Here's how you'll benefit from such a partnership.

1 Help with Your Inbound Strategy

Creating and implementing an inbound strategy can be a bumpy road. You're not yet familiar with the trends, concepts, best practices, and do's and don'ts. You're not really sure what works and what doesn't.

When you partner with an inbound agency, you'll get the help you need to ensure that your strategy is working effectively. You'll get the advice you need to build a strategy that works for your industry, your unique company, your products or services, and your audience. This will help you realize ROI much quicker.



2 Get Your Sales People on Board

Though an inbound agency can help with strategy, partnering with one that specifically provides sales enablement as well can go one step further, by helping your sales people too. Your sales team might push back against the change. Your reps might feel like they're being replaced.

An agency that offers sales enablement can make the transition smoother for your sales team, getting all of your reps on board. Your sales coach will be able to explain exactly how inbound marketing will benefit your sales people – that they won't have to chase down leads or cold call anymore, that they'll get higher quality leads that will lead to higher sales, that the sales cycle will be shortened, and that they'll get sustainable lead flow.

YOUR SALES TEAM MIGHT PUSH BACK AGAINST THE CHANGE. YOUR REPS MIGHT FEEL LIKE THEY'RE BEING REPLACED

Getting your sales team on board from the beginning can ensure that everyone is happy with the changes you make, and thus, are more productive.

3

Better Alignment between Sales and Marketing

Your sales people are used to being lone wolves. By implementing inbound marketing, you're forcing them to now collaborate with marketing, which can be a huge change for them. Both teams must work together for you to see the best results. An inbound agency that offers sales enablement can help make sure the alignment between sales and marketing is more effective. A sales coach can offer tips about how to properly communicate with marketing to get results and make your sales people see how helping the marketers will, in turn, help them through better lead generation and conversion.



4 CRM Help

As part of your new strategy, you likely adopted HubSpot CRM for your sales team. Though easy to use, it can be difficult to understand exactly what all the features do and how they can be used. Your sales people might not want to use your new system due to this. An inbound marketing agency that is a certified HubSpot partner, in particular, can offer you the help and support your sales people need to get used to using CRM.



5

Inbound Selling Techniques

If your sales people are only used to using outbound selling techniques, inbound can be difficult to grasp. They might not understand social selling. They might not know what thought leadership is. They might not know how to be customer-centric. They might still use aggressive techniques rather than focusing on the customers' needs.

IF YOUR SALES PEOPLE ARE ONLY USED TO USING OUTBOUND SELLING TECHNIQUES, INBOUND CAN BE DIFFICULT TO GRASP

An inbound agency that offers sales enablement can provide ongoing coaching and provide inbound selling techniques and best practices, so your sales people can make more sales.

WHY THE SUCCESS OF YOUR BUSINESS DEPENDS ON SALES ENABLEMENT

Implementing inbound marketing in your company is a drastic change. And it can be hard to get all of your employees on board. Your marketers and sales people will likely be at odds, unwilling to work together. Your sales people might have a lot of trouble completely changing their selling style to match the sales process. They might not understand inbound selling. They might resist it. They might get overwhelmed with inbound. They might end up doing more harm than good if you don't invest in sales enablement to get them ready and able to sell to inbound customers and work with marketing.

When you enable your sales people, you'll be able to spur and accelerate revenue with inbound marketing in order to grow as a business. Your teams will be fully equipped to build strong, long-lasting relationships with your clients in order to bring in more sales-ready leads and close more deals.

If you've recently implemented inbound marketing and your sales people are having trouble closing sales, are taking too long to achieve quota, are resistant to your changes, or are at odds with your marketers, then working with an inbound marketing agency that offers sales enablement is critical.

INBOUND MARKETING EXPERTS

At SalesHub, we are committed to getting you new customers using inbound. We recognize that in order for inbound marketing to work for your company, your sales team needs to get on board. They need to understand the methodology, commit to the process, and change the way they sell. We're here to provide them with the information, tools, and guidance they need to succeed.



SalesHub

SalesHub is one of North America's top inbound sales and marketing agencies. Our team is based in Toronto, Ontario. We have been helping companies build their brands online since 2011. The SalesHub team is made up of consultants, designers, developers, social media managers, and content creators—all of the people you need to successfully build out a great online presence.