

ENABLEMENT

VERSUS

EMPOWERMENT

HOW TO DIFFERENTIATE AND DRIVE A SHIFT
IN SALES LEADERSHIP



Offers a quick fix for a sales problem

Power to make decisions resides with managers and employers

Passes the reins without the necessary resources for success

Manages People

Reps don't have the necessary intel on their customers to exceed expectations and don't feel satisfied at work



Provides sales with training, freedom, and autonomy

Gives sales and marketing the freedom to take risks and fail in order to exceed customer expectations

Endless opportunities for innovation

Manages future managers

For employees, it's a reminder: You have the full support of your leaders. For managers, that message is a forecast: You have complete faith in your team and can expect growth as a result



TRIPTYCH