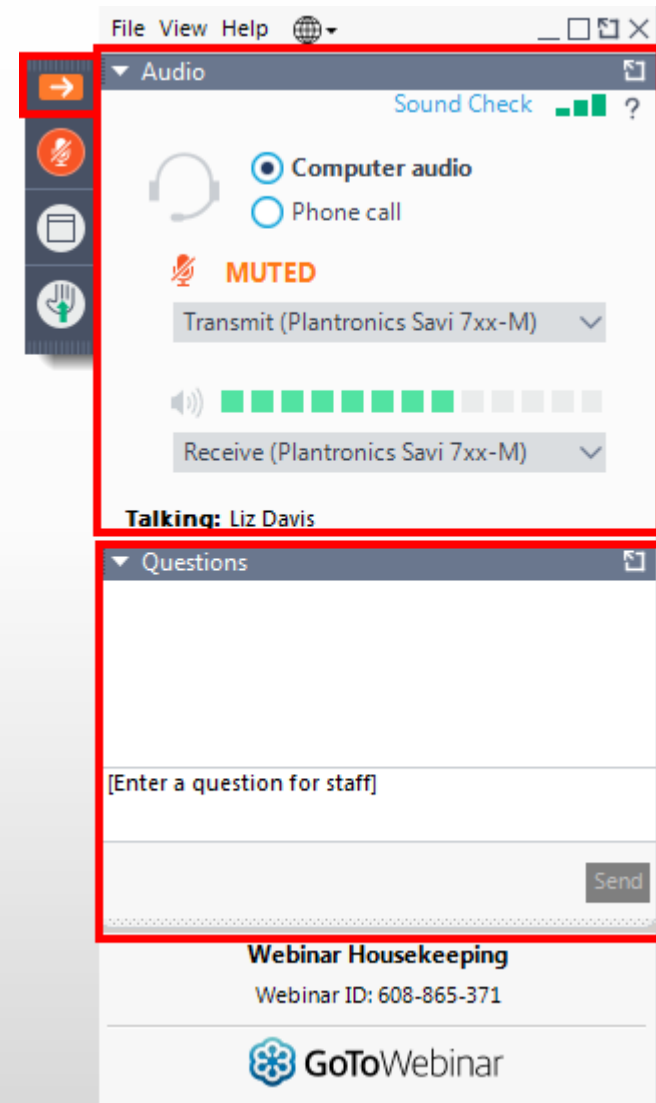


The background of the slide features a grayscale photograph of a person's hands and arms in a business suit. The person is holding a pen, poised to write on a surface. Overlaid on this image is a semi-transparent dark blue rectangle containing the title and subtitle. Additionally, a faint, white line-art illustration of interlocking gears is visible in the lower right portion of the slide, symbolizing mechanics or business processes.

# How to Be an Effective Sales Enablement Leader in 2020

*with Ray Makela & David Bloom*

- Join audio via Computer/Telephone
- Submit questions and comments via the Questions panel
- Webinar is being recorded





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**leveljump**

# AGENDA

## In this webinar we'll discuss...

- ✓ Why sales enablement initiatives fail
- ✓ The foundation of a successful sales enablement program
- ✓ The role of coaching to take sales enablement to the finish line
- ✓ How to prove the business impact of your sales enablement programs

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POLL

**What are the biggest challenges getting in the way of sales enablement success?**

- a) Fuzzy definitions of sales enablement
- b) Poor alignment to sales leadership
- c) Too many competing priorities
- d) Metrics not measured to outcomes
- e) Lack of executive sponsorship

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# 5 Outcomes Revenue Leaders Care About

8

1. Win rate (%)
2. Time to Close (days)
3. Avg. deal size (\$)
4. Pipeline (# of Opps)
5. Time to ramp (days)









## Sales Enablement Success Metrics

What metrics are most  
important to you to measure  
success?

## THE SALESPERSON'S PERSPECTIVE ON THE IMPACT OF SALES TRAINING

The global market for sales training is estimated to have been \$2.8 billion in 2017, up nearly 10 billion since 2012, a growing market by 2022. In the meantime, sales training has an impact on sales performance. This study surveyed sales professionals to see how their perspective on sales training has changed over time.



Highly effective sales training reduces ramp-up time by up to 7 weeks."

## RAMP-UP TIME

Time Required for New Rep To Reach Quota Attainment



## CLOSE RATES

Percentage of respondents with over 50% of opportunities won.



Effective training correlates to higher close rates."



Nearly half of those who rated their sales training as effective were highly satisfied with their jobs."

## JOB SATISFACTION

Percentage of respondents who agreed with a statement that they're satisfied with their job.

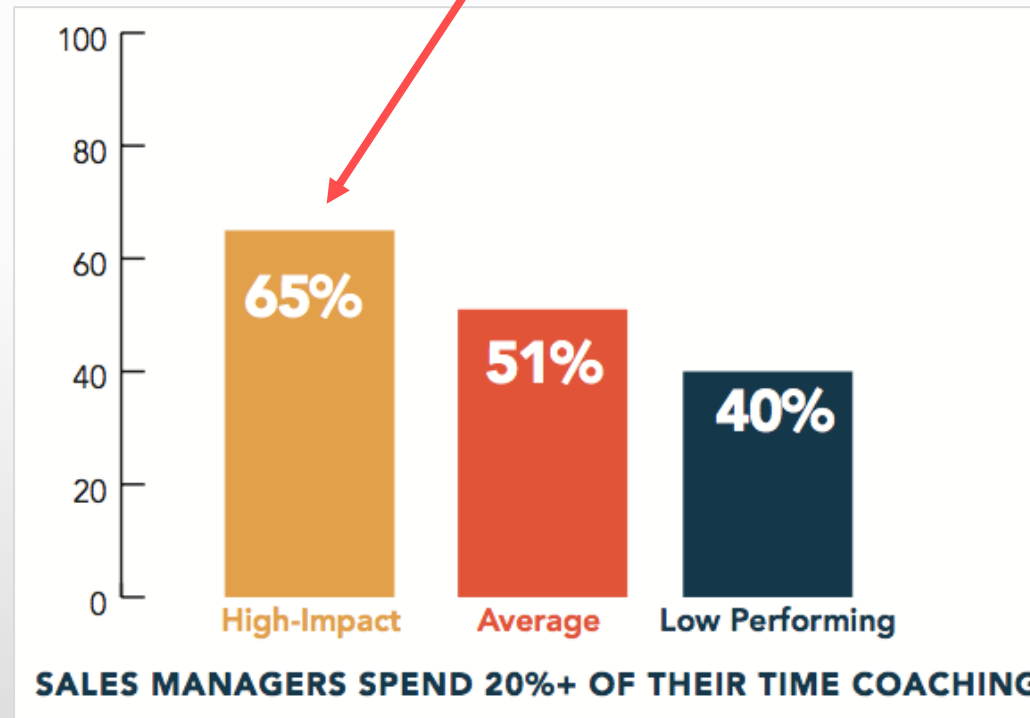


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Sales managers at top performing organizations spend more time coaching



Source: SRG – Selling Power Sales Management Research Report



## COACHING SUCCESS FACTORS

### Motivation

01

#### Executive Sponsorship

- Executive kickoff/support
- Ongoing communication
- Tie to business vision/goals

02

#### Manager Motivation

- Performance improvement
- Professional development
- Credentials/certification

### Skill Development

03

#### Coaching Training

- ILT, VILT, OnDemand
- Roleplay & skill application
- Reinforcement

04

#### Field Support

- Coaching the coaches
- Feedback and continuous improvement

### Accountability

05

#### Cadence & Expectations

- When, how, what evidence?
- Coaching plans, field coaching reports

06

#### Tracking & Measurement

- Compliance and quality
- Link to performance goals
- Coaching certification

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**The Company:** Fast growing tech company provides an online marketplace for legal services.

**Business Challenge:** Equip managers to achieve aggressive growth goals through better coaching. Unite segmented sales teams for a seamless customer sales experience.

**Training Audience:** Frontline managers leading Sales Development, Sales and Account Management teams.

**Services Performed:** Customized sales management training program, including coaching tools and common framework.

**Result:** 20% growth in productivity per Account Executive within six months.

**The Company:** Hypergrowth SaaS company selling POS software

**Challenge:** Added a new product to their portfolio, but sellers were using the same talk tracks as before.

**Solution:** Leveraged call intelligence to track new product keywords, then embedded those trackers as milestones in ongoing enablement programs.

## Results

- See if sellers are using the new talk track
- Tie new language directly to revenue outcomes
- Identify sellers who need additional coaching because they're not pitching the new product / their pitch isn't leading to new product sales.





## Key Takeaways

- Understand and plan for common Sales Enablement challenges
- Create a clear sales enablement vision and plan - focus
- Align your program objectives with revenue goals
- Enable managers to be great coaches to support change
- Increase the visibility of your program by sharing the value your program is creating

# Q&A

## For more information...

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THANK YOU