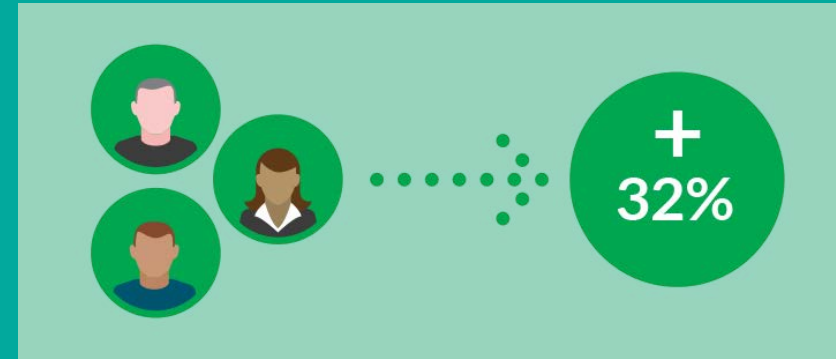


# 5 Signs Your Organization is Ready for Sales Enablement

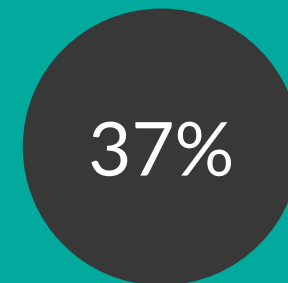


## #1 When the increased marketing budget isn't significantly improving sales.

More conferences, leads and content don't automatically translate to revenue. If there is a disconnect between marketing and sales— meaning the leads are not the right kind and/or the sellers are not ready to position, qualify and manage the selling conversation – the extra budget might as well be washed down the drain. Sales enablement helps align sales and marketing functions so that sellers are empowered with the content and training needed to convert more leads to customers.



*Companies that aligned sales and marketing had 32% growth in annual revenue compared to a 7% decline in other organizations (Aberdeen)*



*Companies don't know which campaigns / content yield sales results (CMO Council)*



*65% of sales reps say they can't find content to send to prospects (IDC)*



*65% of sales reps say they can't find content to send to prospects (IDC)*

## #2 When your reps are not spending enough time selling.

The only variable that can be controlled in sales is time. The goal of any organization should be to maximize the time sellers spend selling – that is, talking with prospects and customers. Any time sellers are not working on selling tasks it is a forfeiture of revenue. Reducing non-selling tasks and increasing efficiency is a key priority for a sales enablement manager – this includes assessment and measurement of all non-selling tasks to see which ones can be eliminated, automated and/or delegated.

### #3 When the majority of your new reps struggle to get to first dollar and quota.

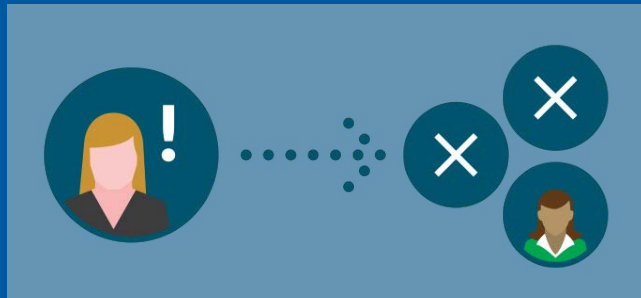
Each new hire is a big investment. Without an effective onboarding and ramp program, it takes companies longer to reach the ROI on each hire. A sales enablement manager takes the lead in creating a consistent sales onboarding and training experience that is rigorous and data driven. He/she aligns the product marketing, sales skills training, process and measurement to ensure your new hires ramp as fast as possible and/or you are able to spot the ones who won't in advance.



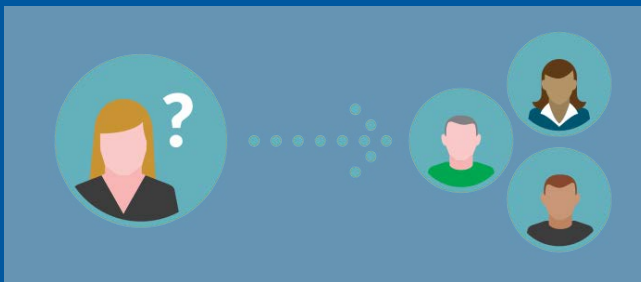
*3 out of 4 sales reps are failing but most could improve with training and coaching (Objective Management)*



*Continuous training gives 50% higher sales per employee (ATD)*



*#1 reason sellers don't hit quota is they can't articulate value (Sirius Decisions)*



*57% of sales reps aren't prepared for an initial meeting (IDC)*

## #4 When your sales team is selling more on price than value.

Is your average revenue per contract flat and/or decreasing? As competition mounts and/or products mature in market, it's not uncommon for products to start to be perceived as commoditized. Sales enablement can help to offset this perception by ensuring better cross-team collaboration – helping the marketing team get balanced input from the field to improve messaging, insights and differentiation. By helping the sales organization up-level value selling skills through training. And, ensuring data is being captured so management has the insight it needs to make smart decisions and continuously improve.

## #5 When your organization has aggressive growth goals.

Your organization is growing fast and/or has high growth goals. It's looking to the sales organization to increase revenue via additional sales hires and/or increase quotas per rep. Either tactic without a sales enablement strategy is an inefficient use of capital and likely to produce disappointing results. Sales enablement is the connection or glue to align marketing, sales and training – to ensure teams are well aligned and supported to achieve such improvements.



*Companies with best-in-class sales enablement strategies experience 13.7% annual increase in deal size (Aberdeen)*

84%

*Quota achieving reps with best-in-class sales enablement strategies (Aberdeen)*

## Summary

As your company and sales continue to grow, you constantly need to be thinking about how you will make it to the next level. What got you from a small company to a high growth company may not be enough. As your team grows, you'll need to efficiently onboard new reps and support your existing reps. A good sales enablement program will ensure your new reps are getting to first dollar quickly, your reps aren't wasting time on non-selling activities and you are prepared to hit your aggressive growth goals. Don't wait until it's too late. Start now to kick start a future filled with growth.



## More Resources



<https://veeloinc.com/sales-enablement/>