



Be an Agency Hero with Sales Enablement Solutions

How to Expand Services While Helping Client Sales Teams Sell Better & Faster



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Be a Hero with Sales Enablement Solutions

- 1 Why Sales Enablement Solutions?
- 2 How to Be a Hero with Sales Enablement
- 3 Next Steps



Why Sales Enablement Solutions?



Reminder – the World of Sales is Changing

TRADITIONAL



Cold Calling
Information gatekeepers
Static pitch
Seller - Centric



INBOUND



Attract with content
Be an open book
Leverage the buyer's context
Buyer - Centric



Salespeople
want be out
selling to
clients, but
instead they
spend



Of their
time doing
other
tasks.



*No matter how
much we help our
clients market
better....*

*....if sales isn't
keeping up, it's
not going to
matter*



What is Sales Enablement?

Sales enablement

/sāls en`a`ble`ment/

1. A systematic approach to increasing sales productivity, by supporting reps with the **content**, **training**, and **analytics** they need to have more successful sales conversations.

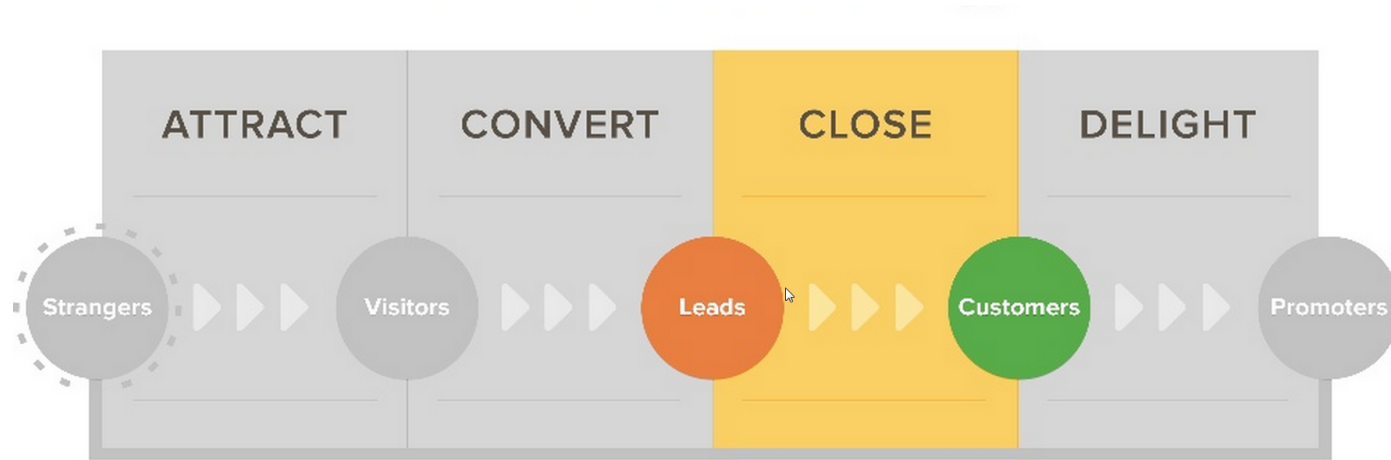


Isn't it a stretch?

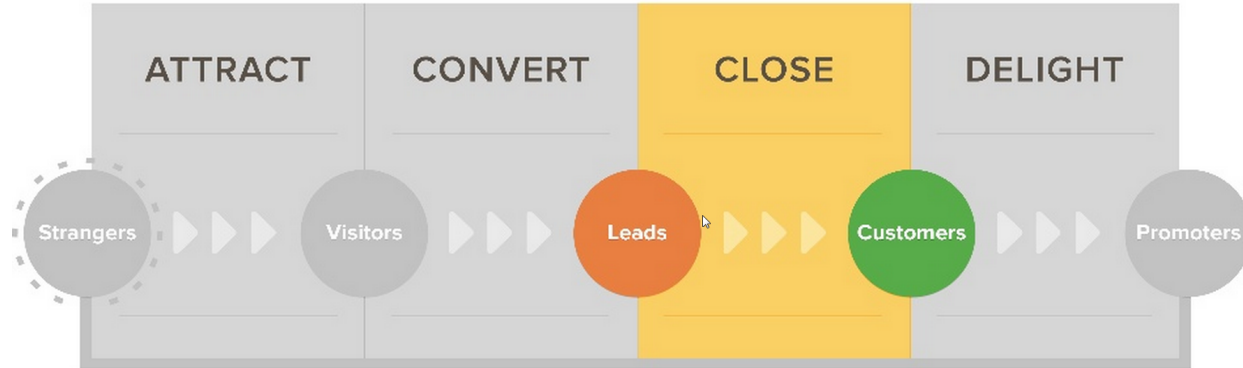
We are a marketing agency. Should we really get involved in the client's sales department?



Closing leads to customers has always been part of the Inbound Methodology



Within “Close”, there are both marketing and sales Activities



Traditionally,
Inbound agencies
have focused on
Marketing Activities



Marketing Activities

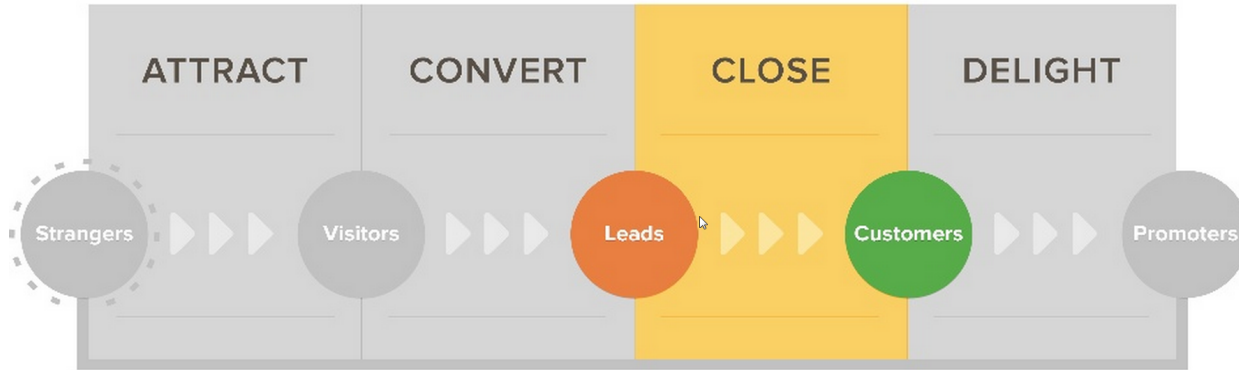
Lead Nurturing
Lead Scoring
CRM Integration

Sales Activities

Research and Connect
Explore & Strategize
Present & Close



Within “Close”, there are both marketing and sales Activities



However, if sales aren't working, it's a big problem.

Marketing Activities

- Lead Nurturing
- Lead Scoring
- CRM Integration

Sales Activities

- Research and Connect
- Explore & Strategize
- Present & Close



Why Is It a Big Problem?

“Our a-ha moment happened when we produced 85 highly marketing qualified leads for a client but they didn’t close a single one – and it was a sales, not a marketing issue. We lost the business. We quickly realized it wasn’t enough to just generate leads anymore, we needed to enable our clients to sell more productively too.”



Kathleen Booth
Chief Executive Officer
Quintain Marketing



Sales is not Just a Problem To Be Solved. It's Also An Opportunity

“We’ve started to approach new prospects about sales enablement services. There is a need there and we can help. Not only that, but the conversation eventually also turns to lead flow, or the lack thereof...it’s a double win.



Chris Handy
Chief Executive Offer
Thinkhandy



But, really, should we get involved in a client's sales department?

We are a marketing agency. We don't have much sales experience.

Yes, There is a lot you can do to make a difference, even without significant sales experience



Summary – Why An Agency Should Get Involved with Sales Enablement

- The world of sales is changing
- It's not enough just to help with marketing when sales isn't working
- It's a natural extension to offer sales enablement services
- Sales enablement services lead to retention and new client opportunities



2

How to Be a Hero with Sales Enablement



Be a Hero with Sales Enablement

- 1 Make the **sales rep** love you – by helping them sell better and faster
- 2 Make the **company** love you - sales rep productivity = company profitability





Marketers live for marketing...

But sales reps need love too



Reps want to sell better
and faster.....but....they
have a lot of challenges
that hold them back

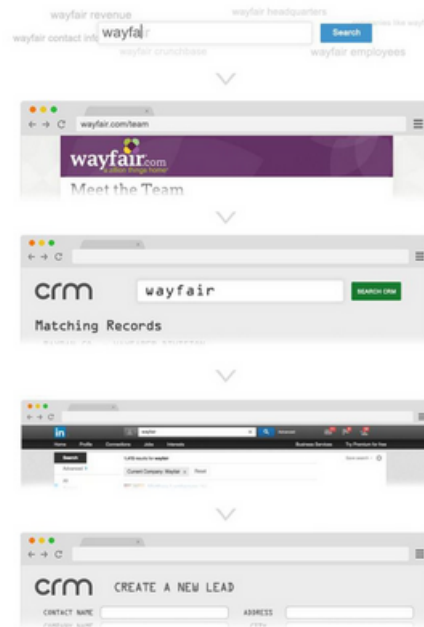
Let's review 4 of these challenges...

**#1. Sales
reps have to
source
leads**

*Sales departments
typically self source
55-90% of their
own leads*

...but Sourcing is a Grind

1. Look up companies on list or web
2. Dig through website for contacts
3. Try to find email/phone
4. Already in CRM? Already owned?
5. Research in LinkedIn
6. Manually create in CRM



10 minutes
plus per lead



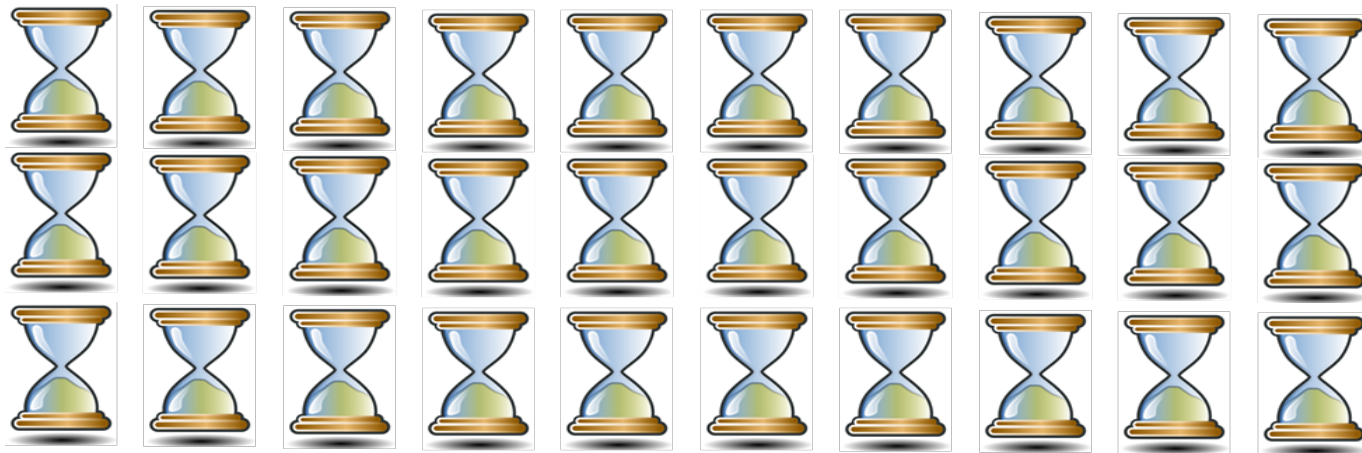
#2. Sales rep have to stay organized



...but they like systems that are simple, even if
not especially powerful



3. Sales reps need content



...but
content is
hard to
find

Question: What is 30 hours?

Answer: The amount of time per month an average salesperson spends searching for and creating selling materials



Should a sales rep...

Spend time creating?

- Presentation Collateral
- Sales collateral
- Call Scripts
- Prospecting Emails
- Follow Up Emails
- Relevant Links / Articles
- Competitive Talking Points

OR

Spend more time
in front of clients?



And #4. Losing Deals Into The Abyss

Old School Sales



- Opens with elevator pitch
- Always be Closing

New School Sales




- Opens with helpful insights – researches prospects
- Always be helping



...and reps need insights to be most helpful

Mary Dawson



First Touch 1 Year Ago Opened Email	Last Touch 5 Hours Ago Form Submission	Lifecycle Stage Lead Since Feb 7, 2014
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Showing All 124 Interactions

March 2014

- 5 Emails
- 4 Events
- 3 Twitter Events
- 4 Website Visits
- 1 Webinar Event

February 2014

- 1 Property Change
- 2 Form Submissions
- 1 Wistia View
- 1 List Membership
- 2 Syncs
- 3 Emails

[Download BIGlytics Big Data eBook](#)
Wed Mar 5, 2014 at 3:24pm

[BIGlytics | Data Analytics Tools](#)
Tue Mar 4, 2014 at 1:35pm

[Attended March 2014 Product Announcement Webinar for 58 minutes](#)
Tue Mar 4, 2014 at 9:00am

[Show all 17 interactions](#)

[Submitted a Comment](#)
[Hide Submission Details](#) - Fri Feb 7, 2014 at 4:50pm

[Watched BIGlytics Full Demo on BIGlytics | Software](#)
Fri Feb 7, 2014 at 4:35pm

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...but they don't have much time to research – and they generally don't login to marketing systems



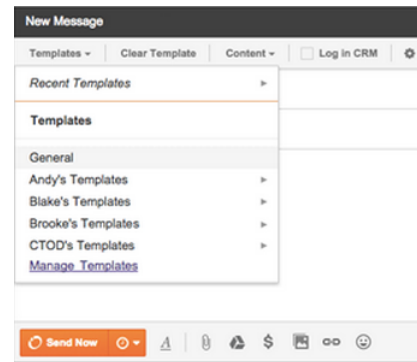
Summary - Make the sales rep love you – by helping them sell better and faster

- The Sales Rep has many challenges holding them back
 - Sourcing is a grind
 - Organizational systems are weak
 - Reps need content...but it's hard to find
 - Prospect insight is needed





We've been working with one of our clients to get their sales team on board with sales enablement tools. The killer feature for them by far is templates. Being able to easily share these across the team has been huge and having them pull in information right from the CRM is a big deal for the sales team. They are thrilled.



Parker Short,
Jaxzen Marketing

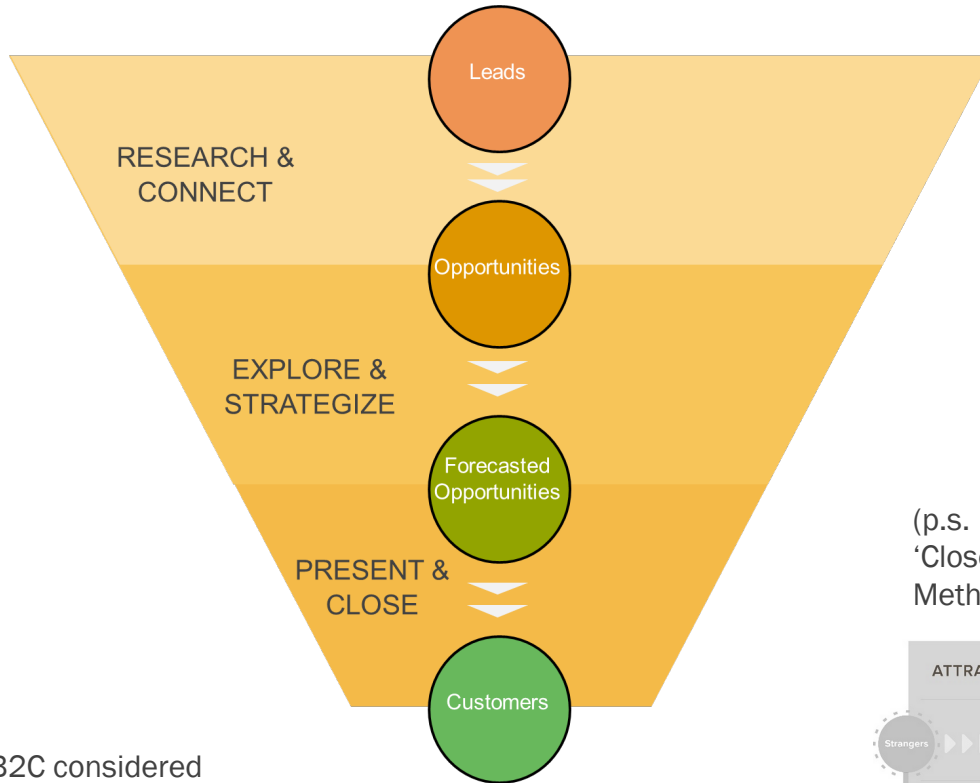
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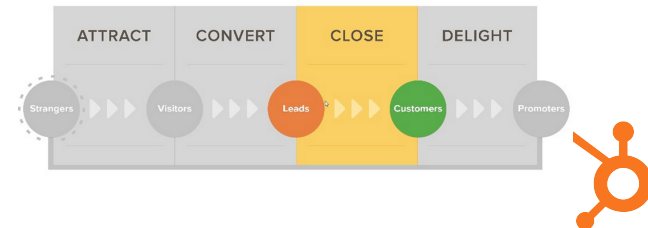


Sales Has a Funnel Too

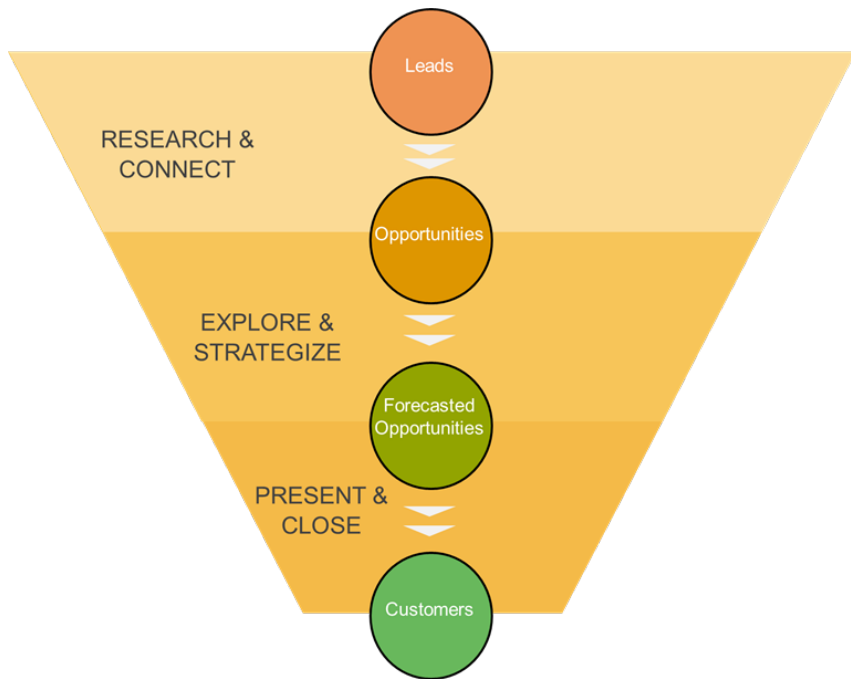


**Note: For B2B and B2C considered sales processes

(p.s. Remember, we're within the 'Close' part of the Inbound Methodology)



Leads Move Through the Funnel and Turn Into Customers



Sample Sales Conversions

100 Leads



10 1st Meetings



3 Presentations

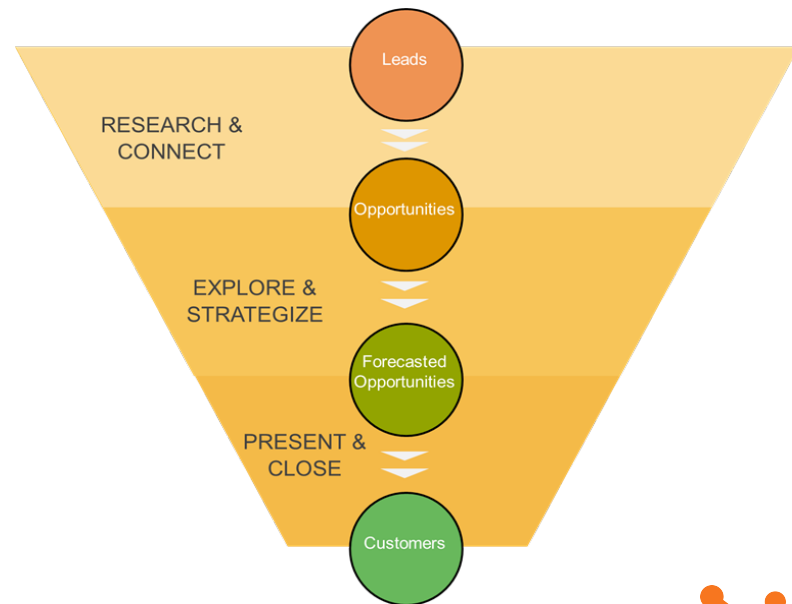


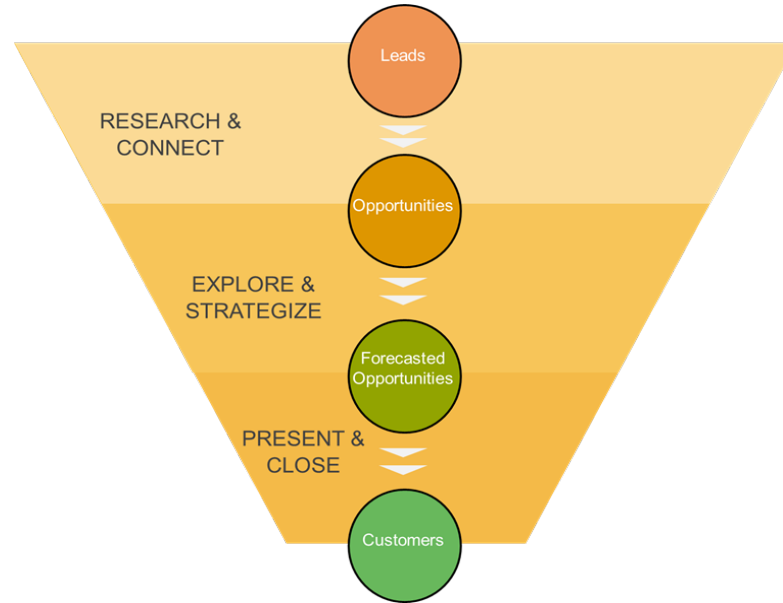
1 Customer



However, Sales Rep Challenges Create Friction

Sourcing is a grind	Systems are weak	Reps need content	Prospect insight is needed
●	●	●	●
●	●	●	●
	●	●	●





What solutions can an agency offer to help the rep and help the overall funnel?



Sales Rep Challenges

Example Solution

Sourcing is a grind

- Target account sourcing

Reps need content

- Content & template library

Organizational systems are weak

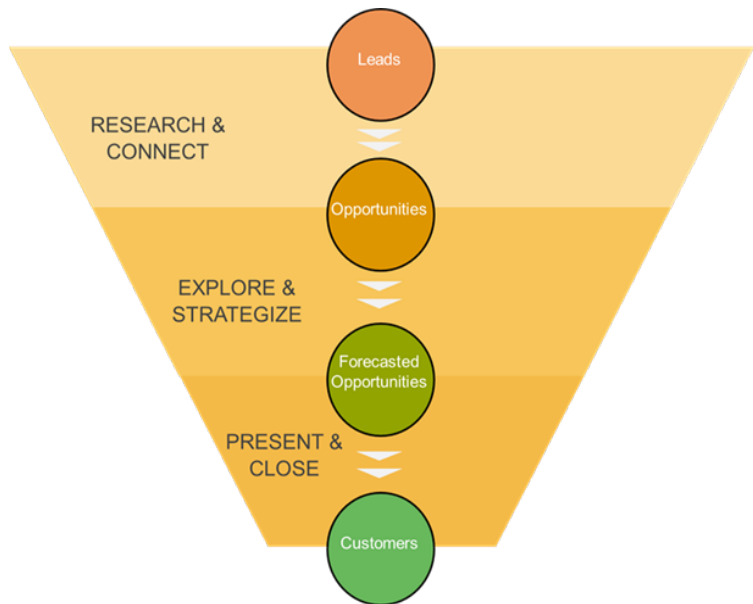
- Implement easy to use CRM

Prospect insight is needed

- Implement Inbox productivity tools



Sales Enablement Can Improve The Sales Funnel



Sample beginning
funnel

With
improvements*

100 Leads

120 Leads



10 1st Meetings

13 1st Meetings



3 Presentations

5 Presentations



1 Customer

2 Customer

*Illustrative



Summary – Make the company love you - sales rep productivity = company profitability

- Sales has a funnel too
- Sales rep challenges create friction in the funnel
- Agencies can offer sales enablement solutions to ease this friction
- Making the reps more productive, makes the company more productive and profitable





We have taught 3 clients how to use Inbound sales tools so far. Their sales teams love the way they can see right into the prospects actions. It helps them focus on the best prospects and improve their sales process and productivity



Rick Kranz
OverGo Studio

Mary Dawson

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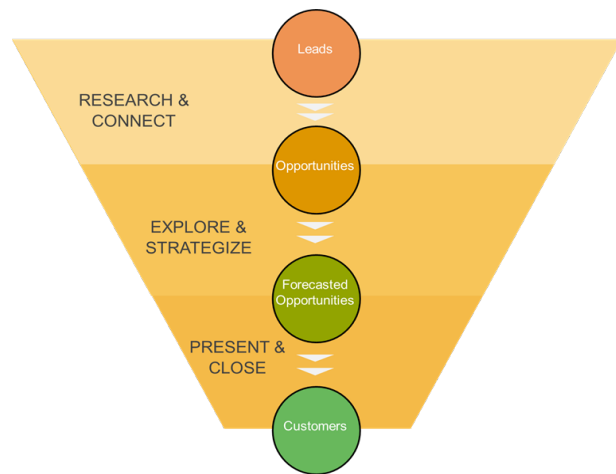
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Selected More Advanced Sales Enablement Offerings

- Sales process definition and design
- Advanced sales training
- Outsourcing sales functions



If your clients need these services and you don't offer them, consider partnering with a more sales focused agency



3 Next Steps



Next Step 1 - Look for Opportunities to Help

Start having conversations with sales departments and sales reps looking for opportunities to help



Next Step 2 – Learn a Sales Enablement Toolset



Organize, track, and sell without complications or confusion

<http://www.hubspot.com/crm>



Formerly Signals

Powerful contact insight right in your inbox

<http://www.getsidekick.com/>



Next Step 4 – Stay Tuned

Stay tuned for future webinars including more information on how to package, price, and sell sales enablement services



QUESTIONS?



THANK YOU



HubSpot