

How to Build an Efficient SALES ENABLEMENT TEAM



Sales enablement is a system that provides sales teams with strategies, processes, tools, technology, and other resources to help them sell more effectively.

Why Do You Need Sales Enablement?

With the strategies, processes, tools, technology, and resources it provides, sales enablement can:

- help establish a smoother selling process
- boost sales productivity
- shorten sales cycles
- help sales reps provide clients with customized, personalized service—and improve lead conversion rate and customer retention rate
- help increase win rates

Who do You Really Need in Your Team?

Sales Manager



- Chief decision-maker
- Supervises and leads the whole sales enablement team

- Creates goals and objectives and devises strategies for their fulfillment
- Facilitates and strategizes for the perfect alignment of the Sales and Marketing departments



Data and Analytics

- Maintains the CRM, database, and all other platforms used for storing data and information to ensure everything is accurate and updated
- Inputs all new relevant data like customer profiles and contact details, closed/won deals, leads (Marketing Qualified and Sales Qualified), sales metrics, and more
- Creates reports and provides analytics based on data cultivated and maintained. Remember: reports and analytics are important for the successful implementation of systems and processes



Systems and Processes

- Sets up the systems and processes for all teams and members involved
- Think of this person as the traffic enforcer who will make sure that all systems are in place and all procedures are followed. If there are jams or bottlenecks, she will untangle the mess
- Due to the nature of her tasks, acts as moderator and liaison officer most times



Training and Talent

- In charge of recruiting talent and onboarding for new hires
- Designated coach or mentor who will spearhead trainings (one-on-one or group). Proactive training is important to ensure growth within the team. Growth is critical to an organization's continual success
- This person should create a culture of learning to establish a culture of winning



Tools and Knowledge

- Initiates the constant development of tools and knowledge crucial to the success of all teams and members involved
- Acts as intermediary between Marketing and Sales for developing and creating the tools needed for sales: content, campaigns, presentations, and other sales and marketing materials
- Provides input in copy or messaging, design, and execution based on data and feedback culled from Sales, Marketing, Product, etc.

Ideally, the sales manager will have key people working on each of these areas of expertise.

But it will all depend on your company size and budget. A smaller organization can have one person handling two (or more) areas. A bigger organization may have two people (or more) handling each area.

What Skills Should You Require from Your Team Members?



Organized:

The tasks involve a lot of coordination. Organization is a key skill.

Tech-savvy:

These days, collaborative tools are digital. A CRM is a prime example of a powerful sales enablement tool. Team members need to understand how these tools work.



Goal-oriented:

A sales enablement team exists to support (or “enable”) teams that have targets and quotas. The members themselves should be goal-oriented as well.



People-oriented:

Technology but savvy should also be perceptive when working with people. Again, collaboration is a key ingredient in sales enablement.

Collaborative:

They will be working closely with several departments: Sales, Marketing, Product, Business Development, and even HR. They need to understand the value of teamwork.



Resourceful and flexible:

Roadblocks pop up, and they should be able to address issues and problems quickly and effectively.